DOCUMENT RESUME

ED 112 452		CS 501 129

AUTHOR	Draper, Benjamin, Ed
TITLE	Pacific Nations Broadcasting III and Bibliography; Symposium held at the Annual Broadcast Industry Conference (24th, San Francisco, April 21-25, 1974).
INSTITUTION	San Francisco State Univ., Calif.
PUB DATE	Apr 74
NOTE	152p.
EDRS PRICE	MF-$0.76 HC-$8.24 Plus Postage
DESCRIPTORS	*Broadcast Industry; *Communication (Thought Transfer); *Communications; Conference Reports; Cultural Interrelationships; Foreign Relations; Futures (of Society); Higher Education; *Mass Media; Radio; *Television
IDENTIFIERS	*Broadcast Industry Conference

ABSTRACT

Contained in this document are the papers presented at the twenty-fourth annual Broadcast Industry Conference held at California State University in San Francisco in 1974. Following welcoming remarks, the contents include papers on a mass communication plan for India, plans for an institute for international communication located at San Francisco State University, a description of broadcasting in the People's Republic of China, an examination of the electronic media in teaching self-awareness and in preparing people for changing futures, a review of the basic principles of four-channel FM broadcasting using the Dorren Quadraplex system, the importance of television in presenting information about public affairs, and a review of the role and responsibilities of the broadcaster. An annotated selective bibliography on the broadcast industry is also included. (RB)

Documents acquired by ERIC include many informal unpublished materials not available from other sources. ERIC makes every effort to obtain the best copy available. Nevertheless, items of marginal reproducibility are often encountered and this affects the quality of the microfiche and hardcopy reproductions ERIC makes available via the ERIC Document Reproduction Service (EDRS). EDRS is not responsible for the quality of the original document. Reproductions supplied by EDRS are the best that can be made from the original.

ED112452

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

PACIFIC NATIONS BROADCASTING III

AND

BIBLIOGRAPHY

Benjamin Draper
Editor

A Symposium held at the Twenty-Fourth Annual Broadcast Industry Conference, San Francisco State University, San Francisco, April 21-25, 1974.

Broadcast Industry Conference
San Francisco State University

1 9 7 4

2

CS501729

TABLE OF CONTENTS

INTRODUCTION 1

Dr. Benjamin Draper, Ph.D., Cochairman 3
Twenty-fourth Annual Broadcast Industry Conference 3

PART I – THE TWENTY-FOURTH CONFERENCE 7
Welcoming Remarks 9
Paul F. Romberg, Ph.D., President, SFSU

Welcoming Address 11
J. Fenton McKenna, Ph.B. LL.B, J.D., Dean, School of Creative Arts

PART II – INTERNATIONAL BROADCASTING PROBLEMS 13
A Mass Communication Plan For India 15
Richard J. Knecht, University of Toledo

Malaysian Broadcasting: Guided Media In Operation 19
John A. Lent, Ph.D., Associate Professor of Communications

An Institute For International Communication At SFSU 25
Herbert Zettl, Ph.D., Professor of Broadcast Communication Arts, SFSU

Telecommunication In Brazil 31
Valmar C. Figueiredo, SFSU

Broadcasting in the People's Republic of China 37
Peter Graumann, SFSU

The Multinational Concept 45
Noreene Khanna, Stanford University

An Appraisal Of Harrison Salisbury 49
Reverend Richard N. Isaacs, SFSU

Inside China 51
Dr. Eugene Bertermann, Far East Broadcasting Company

PART III – AMERICAN BROADCASTING PROBLEMS 63
Electronic Media As An Instructional Strategy
For Self-Awareness And Future Change 65
William Murry, SFSU

A Comparative Analysis Of Matrix And Discrete Four Channel Discs . . . 73
Tye J. Idonas, SFSU

Basic Principles Of Four Channel FM Broadcasting Using The Dorren Quadraplex System . . . 91
Tye J. Idonas, SFSU

Telecommunications And Social Impact . . . 95
Joan McKenna, President, Quantum Communications

Communication And Human Survival . . . 99
Geraldine B. Lange, SFSU

Television Network News: Caught In The Middle . . . 103
William C. Wente, Ph.D., Professor of Broadcast Communications Art

BCTV: A Good Neighbor Approach To Education . . . 109
Dr. Rene Cardena, Executive Director

Public Affairs Symposium . . . 113
Raymond N. Doyle, Moderator, Assoc. Dean, School of Creative Arts

Public Affairs: Bilingual Television . . . 115
Len Schlosser, Public Affairs Director KPIX-TV

Thoughts On Public Affairs . . . 117
Herb Levy, Public Affairs Director, KRON

PART IV – CHALLENGE STATEMENTS . . . 121
Experience Necessary: Myth Or Reality . . . 123
James Strickling, SFSU

Broadcasting's Ignored Minority . . . 125
J.F. Brown, SFSU

My Challenge . . . 127
Michele Acosta, SFSU

Challenge To Broadcasters . . . 129
Lincoln Pain and Jon Holden, SFSU

About The News . . . 131
Juno C.H. Lin, SFSU

The Responsible Broadcaster . . . 133
Chaz Austin, SFSU

PART V – SELECTED, ANNOTATED BIBLIOGRAPHY . . . 137
Selected, Annotated Bibliography . . . 139

PART VI – CONFERENCE STAFF AND PARTICIPANTS 165
Lee Rich, President, Lorimar Productions 167

The Banquet Speech 169
Mr. Lee Rich, Speaker

Conference Participants 173

Supplemental Participants 179

The Conference Staff 181

INTRODUCTION

Benjamin P. Draper, Ph.D., *Cochairman*
Twenty-fourth Annual Broadcast Industry Conference
San Francisco State University

The Pacific holds three-fourths of the area of the world, and three-fourths of the people. Furthermore, in this vast area, there are surges of economic and social upheavals unmatched in all history. Nowhere in the technological advance has there occurred more significant changes than in the medium of communications. The revolution is worldwide, but in the Pacific there are more startling advances because of distance, multiplicity of nations and languages, and multihundred million peoples with highly nationalistic feelings.

Radio and television have changed all mankind in scarcely two generations. They brought literacy to many, and more important, a kind of two-way communication to the masses. Great distances in the Pacific were brought into instant communication via radio. Now, in two decades, there is television. More recently, a refinement of electronics has brought the communications satellite into reality.

San Francisco State University has a new edition of **Pacific Nations Broadcasting III** detailing essential facts of 55 countries in radio, television, and satellites. Astounding strides were taken in every nation. Thirty-nine countries had television, in 1973, out of 55 in the Pacific and in 1974 there were 41. In 1972 there were 39 countries with TV while every country had radio.

JAPAN

Of all the nations in the Pacific, Japan is most advanced in the broadcasting field. With 115 million population, the Japanese have highly developed public and commercial radio and TV. While the United States has comparable private enterprise, broadcasting in Japan is far ahead in the area of public services. **Japan Broadcasting Company (NKH)** is government-owned. Every set in the country has an annual tax placed on it – both radio and television. With the densest population in the world (Taiwan is second), 94% of the people have radios. There is one TV set for every five persons. A third of the sets are in color.

Both radio and TV have come rapidly to the fore as far as commercial broadcasting. Japan has 55 TV stations in the country, loosely called networks, in addition to NKH. Like the British, as soon as there were two systems competing for viewers, there were better programs. In the schools, there are highly developed programs in both radio and TV. There are 22 hours of radio and 36 hours of TV available in every school.

INDIA

Broadcasting, in reach and significance, constitutes the most powerful medium of mass communication in India. **Air India Radio** was organized in 1936. When India gained independence in 1947, the goal was to provide countrywide service in radio. The government controls both radio and TV in India. So far it has only provided broadcasting for about 61% of the available market. The striking difficulty is in reaching the people when 80% live in rural and scattered areas. A whole new world opened up when radio was begun for India, as it had only 24% literacy.

Television is new in India. In New Delhi, there are 100,000 sets. The major activity is in schools. In 1959 there was a project in television as a part of UNESCO. There is planned a satellite for all India. The communications orb, in the air now, is experimental. It will eventually cover the entire country – 1,259,000 square miles and 550,000,000 people.

PEOPLE'S REPUBLIC OF CHINA

In 1949, with the formation of the People's Republic of China, broadcasting in the large cities came under the governments control. Radio was instituted in rural areas over the entire country. All of China was swiftly covered by a government controlled radio network. The center of China's domestic service was the Chinese General Broadcasting Station in Peking.

Education has top priority in all radio and television (begun in 1958). There are Radio Universities in all areas with supplemental written materials. News has an important part to play in programming of Radio Peking. Normally, some 15 hours are given to the news. Another program is "The Pages of History"; another "Popular Sciences". For the most part, television receivers are installed in public places. The Peking TV University has 23,000 full-time students. There have been established TV Universities in Shanghai, Canton, Tientsin, and Harbin. All high school students are required to learn English.

The visit of President Nixon signaled the beginning of two-way communications between the United States and China. There is a long way to go, but big strides have already been taken. China purchased from the United States the satellite set-up for the President's visit. China had an orbiting satellite in 1970, but there is not yet regular broadcasting via satellite.

NATIONALIST CHINA

With only 15 million people, Taiwan is the most productive nation of all Asia. Density is 417 people per square kilometer, the world's highest. With a strong and steady growth of gross national product of $2 billion, they had an 11% gain in 1972. Also, like Japan, Taiwan is the most developed in broadcasting of all Asia. Radio receivers totalled 3 million, or more than one for every five persons. There are 36 broadcasting companies in the country. The largest Broadcasting Corporation of China, is privately owned although operated under government contract. Radio services include domestic and overseas beams. The Voice of Free China (world-wide) is on the air 550 hours daily in 17 languages and dialects.

Television came to Taiwan in 1962 and grew rapidly. (Both export and domestic electronic equipment bulk large in the country.) Approximately one million TV sets are in use today. Sixty-six percent of programs are imported, principally by the United States and Japan. Live broadcasts transmitted via satellite have been a reality since 1969. Nationalist China has been a leading nation in such events as the Olympic Games, Expo '70 in Japan, and Little League Baseball.

AUSTRALIA

With a population today of 13 million, Australia has added 25% more people since World War II, about half from immigration from Britain. Radio began in 1923 in Australia. From the start, there were both "A" (nonadvertising) and "B" (advertising) stations. Radio instantly became indispensable to Australia because of the vast distances and remote, scattered population. (Australia is about the area of the United States.)

Television began in 1950 when Sydney started regular transmissions. In 1972 there were 88 TV stations – 37 national and 51 commercial outlets. About 95% of the population can receive TV. In fact, in 1972 there were 3,360,000 sets, or about 340 sets in a thousand people. Now color has come to Australia. In both commercial and national TV, the programming is allocated by categories.

> RADIO – Entertainment 30%; Classical Music 20%; News 9%; Spoken Word 8%; Sports 6%; Parliament 4%; Drama and Features 4%; Education 3%; Religious 3%; Light Music 2%; Rural 2%; and Children 3%.
>
> TELEVISION (it is somewhat different) – Drama 29%; Education 23%; Sports 10%; Weather 7%; News 6%; and the others make up the remaining spectrum.

Australia transmits to most of the world high frequency broadcasting, with special emphasis on Southeast Asia. Radio Australia beams 60 broadcasts in a 24-hour period daily.

NEW ZEALAND

New Zealand has a brand new commonwealth law which embraces both radio and television (public and private) communications. Licenses are set by law – $3.00 for a radio receiver and $13.00 for a television. With a total population of 3 million, there are 700,000 radio sets in the country. In addition to domestic service of 24-hour programs, New Zealand broadcasts to Antarctica daily, to the Pacific islands 15-hours daily, and 12-hours to Australia.

Because of the high cost of television, the growth of the industry was delayed until 1959. Then it grew rapidly and now there are 650,000 sets, or TV in 80% of the homes. Comparable figures for other countries are: United States – 94%, Canada – 92%, Britain – 83%, and Australia – 65%.

USSR

The vast territory of the Union of Soviet Socialist Republics contains one-sixth of the earth's land surface and, in area is the largest country of the world. The population is 245 million – only outstripping China and India. All communications are controlled by the state. The Soviets stress education in the media, both in the schools and home viewing. There are one in three radio sets of the total population. As for television, the country has a capacity of reaching 140 million people, but is only reaching about 40 million people at present. The tallest and largest television tower in the world is in the heart of Moscow.

The USSR is a member of Intervision, a Soviet bloc mutual program exchange relay network similar to Eurovision. On occasion, Intervision has combined its facilities with Eurovision. Soviet communications are far advanced in telegraph, telephone, radio, and television. Hotline communication between the USA and USSR was established in 1971 with a secondary system – RCA Globe.

INDONESIA

Although Indonesia is fifth in population in the Pacific nations (123 million) the country is only beginning to have a network communications for a vast country spread upon the largest archipelago in the world. Indonesia comprises about 13,000 islands, the largest Java. It has one of the most densely populated areas in the world, with 1,500 persons to the square mile. Indonesia is the most critical emerging nation in the Pacific.

During the 1950's the government faced the task of creating a nation out of the largest island complex in the world, containing 200 different languages. In the schools English is a compulsory second language. Under the Ministry of Information, radio became one of a number of nation-building tools. A notable accomplishment has been an adult education series. Indonesia has a total of 60 radio stations and about 6 million sets in the country. In television, there are 7 stations with approximately 150,000 TV sets in use. The entire communications complex is government controlled.

THAILAND

The honor belongs to Thailand for the first television in mainland Asia, in 1955. Radio began in 1939, and now has a network of governmental segments – postal, telegraph, army, navy, police, universities, Royal household, and the ministry. There are 80 radio sets per 1000 people in the country, and half of the population is within range of television with nine transmitters throughout the land. Television in Thailand is rapidly coming to the fore as Asia goes. Seven in 1000 have TV sets. Thai television is geared toward informing and educating.

PHILIPPINES

With martial law in the country, there are changes in the structure of both radio and television. With a population of 38 million, there are 30 sets per 1000 people in radio and 10 television sets per 1000. The government owns one television station and the other is in private hands.

The 10 nations mentioned are the bulk of the countries found in the Pacific basin. There are, in addition, nations around the rim of Western North and South America with some ties with Asia. There are, further, many small island nations. With these 10 major countries, three-fourths of the world is accounted for.

The Pacific generally is making great strides in communication. Already there are long range radio networks in every country of the Pacific, and TV is swiftly moving to the fore. With the advent of satellites, the Pacific world has grown much smaller. There is hope in the future of free exchange in radio and television among the 3 billion people of the 55 countries of the Pacific.

Benjamin P. Draper, *Ph.D.*
Professor, Broadcast Communication Arts
School of Creative Arts, San Francisco State University

San Francisco State University
Reprinted April 14, 1974 by the
San Francisco Sunday Examiner & Chronicle

PART I

THE TWENTY-FOURTH CONFERENCE

WELCOMING REMARKS

Paul F. Romberg, Ph.D.
President, San Francisco State University

I am pleased to welcome you to San Francisco State University to participate in this year's Broadcast Industry Conference. We have with us a number of foreign visitors including representatives from the Philippines, Taiwan, and Brazil. In addition, we have many national broadcasters and also a significant number of students. To all of our guests and participants, I extend a most coridal welcome on behalf of San Francisco State University. This annual event is one of the major activities on our campus, and we are proud to serve as host each year, so that broadcasters, and those interested in becoming broadcasters, can examine major issues of concern to those in the electronic media.

This is our twenty-fourth annual Broadcast Industry Conference. When we offered our first one in 1949, television was still in its infancy. Many did not realize the full potential of the electronic media. Since that time the role of the electronic media has expanded dramatically. And the impact on the world community is incalculable. Consider where the electronic media has taken us – on the beaches in Dunkirk, to Times Square in 1945 on V-E Day, into the McCarthy/Army Hearings, to Dallas on November 1963, and even to the moon with Neil Armstrong. Who amongst us twenty-four years ago would have believed that millions of people in the world would share the experiences of the first human being to land on the moon. Radio and television have expanded the experiences of all of us. Civilization can never be the same again. Information surrounds and innundates us through the electronic media. The material that is broadcast daily changes and shapes our society in many ways.

As students and professional broadcasters, you have an awesome responsibility. You have at your finger tips the means to manipulate the attitudes and values of those who receive your programming. As broadcasters, you must be prepared to be accountable for content. As consumers, we also must be actively concerned with the content of your programs. Content is a shared responsibility.

This year's theme is *"Positive Influences in World Communication"*. Much has been said in the recent past about negative influences. The media surrounds us with bad news. But human experience is not confined to bad news.

Does broadcasting need improvement? Many feel it does. In speaking of television, the late Edward R. Murrow said:

> *This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise, it is merely wires and lights in a box.*

It is this concern with the need to improve the quality of broadcasting which brings us here for this Conference.

Since many of you here today will enter careers in electronic media in the not too distant future, you will have an opportunity to consider the positive potential of radio and television. Most of you are in a position to make positive changes. While some will seek traditional careers in broadcasting stations, such careers do not represent the limits of what is possible. You have an unparalleled opportunity to create your own jobs.

Every day we read of innovative uses of electronic media. Several days ago we read of a surgeon who has developed a technique for using a television camera and a microscope to conduct delicate surgical procedures. With the expansion of technology in our society, there are no limits.

Even in the area of traditional broadcasting, there are opportunities to make positive contributions. You can do anything you want to do. If you doubt this, take a look at the number and quality of those who received this year's Preceptor awards. Remember, they too were once students.

Since the establishment of our Broadcast Communication Arts program, we have graduated over 1000 broadcasters at both the baccalaureate and master's level. An amazingly high percentage of our graduates have become established successfully in broadcasting or related fields. Our graduates are all around the world in 25 countries. Some of them are back with us for this Conference.

Once again I am pleased to extend a cordial welcome to you and wish you success in your personal, professional, and academic exchanges in the Broadcast Industry Conference. I hope you will be challenged as you consider *"Positive Influences in World Communication"*.

Before I conclude my remarks I would like to make one last announcement which should be of special interest to members of the BCA faculty, staff, and our broadcasting students. After several years of work, we have been able to obtain funding so that our broadcasting program will have color facilities available to us.

This important breakthrough will provide our students with further opportunities to develop skills needed to become competent professionals in broadcasting. We have been fortunate in having had facilities more extensive than many commercial television stations, and the addition of color represents a significant addition to an already outstanding physical plant.

I also invite you to visit our newly opened stereo facilities which are the most advanced in the west.

Once again, my best wishes for a stimulating and productive Conference.

WELCOMING ADDRESS

J. Fenton McKenna, Ph.B, LL.B, J.D.
Dean, School of Creative Arts
San Francisco State University

I am pleased to have the privilege of welcoming you to the Twenty-fourth Annual Broadcast Industry Conference in the name of the students and the faculty of the School of Creative Arts. The department which has sponsored these sessions is one of the dynamic units of the school and one of which we are very proud. A moment's reflection on one fact gives a major reason for that feeling – this is the twenty-fourth annual conference – virtually a quarter of a century. The first such meeting was held in 1949 under the guidance of the department chairman at the time, Raymond Doyle, currently an associate dean in the school.

1949 – Consider the state of the industry at that time, and even more significantly, the setting for education in broadcasting. With these things in mind we can realize how filled with vision were the early members of the embryo department and, at the same time, we can realize how those visions have become remarkable reality, step by step, over the years.

The interest in quality was the thrust of the idea in establishing the conference and the awards. That same interest still dominates the work of the department. The success of these developments in a great measure is as attributable, however, to those key figures in the industry whose concern was, and is, to maintain excellence in the field as practiced as it is to the educational units which are the sources of the creative and productive minds in the industry. We owe them much for their helpful response and for their support. Over the years more and more of these leaders are graduates of the Department of Broadcast Communication Arts so that we have a double pleasure in their participation in the conference.

I do not want to intrude on the time of your major program but I would like to make one or two further observations.

Frequently one attends conferences that are centered in the media and the post conversation has to do in most instances with the fantastic new hardware – with the new technological developments – with what is possible in the scientific use of equipment. And it is truly astounding! Frequently unbelievable! Recall the major developments we have seen in that brief space of time since the medium began with AM radio; FM radio; FM Multiplex; VHF-TV; UHF-TV; Color Television; and Satelites – and refinements in the technological use of all these. It is an astounding story. It raises for me, and I'm sure for those who have come to this conference, the question . . . Has the quality of our use of the hardware kept pace with the technological developments?

A few days ago I read the prognosis of a scientist who was commenting on the fact that the weather was changing, growing colder, and that we might be headed for another ice age. This prediction triggered in my mind the image of some cataclysmic event which might bury our civilization. Eons from now anthropologists carrying out a dig would rediscover our civilization. At that moment what would we be most proud of, and what might we prefer to have hidden? If they should decide to reconstruct our civilization from what they found, they surely would be impressed with the quality of our technology. Would they be equally impressed with the use we had made of that technology?

I am sure many of you saw and heard on the *Today Show* the tribute to Frank McGee, to my mind a great practitioner in his field. After speaking of his intellectual capability, his integrity, his love of mankind, Gene Shallet finally said he wished to pay him the highest accolade and one that Frank would like – he was a teacher in the very best sense of the word. This, it seems to me, is the ultimate best international use of the medium – as a teaching factor – for teaching is not presenting a bias, it is not merely documentary, it is not merely reporting, it is not preaching, it is rather exposure in full light of truth, beauty, and goodness for and toward understanding. It is not to the end that all shall be alike – but rather that we shall understand and appreciate each other for our differences because we know each other. William Shelton, in speaking of teaching, said:

> *Deeper and more fundamental than sexuality, deeper than the cravings for social power, deeper even than the desire for possession, there is still more generalized and more universal craving in the human makeup. It is the craving for knowledge of the right direction – for orientation.*

This is the challenge – reorientation of nations and of our civilization. This can be the significant international role of the broadcast media.

The computer is phenomenal technologically. The programmer makes the difference in its higher uses. So too, does the programmer determine the broadcast media's effectiveness. It can be the forerunner to diplomacy by making the world ready so that diplomatic seed does not fall on fallow ground or rock – without the preparation and understanding, diplomacy is at best power rearrangement.

This is the challenge as I see it. To meet it we need more preceptors, more teachers and the great interest in mankind that sets aside political considerations. We need persons of integrity, persons whose devotion and commitment are centered in other persons, persons who are willing to sacrifice for the accomplishment of the higher purposes of education ... the seeking and the exposure of truth – the pursuit of the beautiful and the good (not in a romantic sense but in its substantial meaning) – that which exalts the mind or spirit.

Today I should like to announce the establishment of the School of Creative Arts' Distinguished Achievement Award in order to recognize those men and women who represent these attributes of the master preceptor. This award will be known in perpetuity as The Benjamin Draper Distinguished Achievement Award. The very first person to receive the award is a man who for years has been quick to recognize the qualities of the master preceptor in others: Dr. Benjamin Draper himself.

A permanent scroll to be placed on exhibit in the school will record his name in its title and as its first recorded recipient. His individual citation reads as follows:

TO DR. BENJAMIN DRAPER FOR HIS PROFESSIONAL COMPETENCE AND INTEGRITY, FOR HIS SCHOLARSHIP AND CREATIVE ABILITY AS A TEACHER, FOR HIS PERSONAL CHARM, WIT, AND LOVE OF MANKIND AS REFLECTED IN HIS TEACHING AND FOR HIS LEADERSHIP OF THE BROADCAST INDUSTRY CONFERENCE OVER THE YEARS. COMBINING HIS YEARS OF PROFESSIONAL EXPERIENCE WITH HIS ACADEMIC ACCOMPLISHMENTS HE HAS BEEN AN INSPIRING PRECEPTOR AND LEADER.

A presentation of the scroll will be made on another appropriate occasion.

PART II

INTERNATIONAL BROADCASTING PROBLEMS

A MASS COMMUNICATION PLAN FOR INDIA

Richard J. Knecht
University of Toledo – Ohio

People in India are limited in what they can do to improve their situation by the society around them, their poverty, and their lack of education. This situation may seem irreversible since a complete change in a value system cannot be accomplished unless education is improved and poverty is greatly reduced. Before attempting to design a mass communication program which would eliminate the barriers obstructing progress in the development of India, it will be necessary to briefly examine the background of the seventh largest country in the world. Inadequate road systems, high rates of illiteracy, and many different languages within the country create what seem to be insurmountable problems which keep these people in a state of anxiety with little or no hope for a better life in the future.

The population of India, according to the 1970 census, is 533 million with a growth rate of 2.5% or 13 million additional people annually. Although English and Hindi are the official languages of the country, 14 other languages are also spoken with 250 regional dialects interspersed among them.

> *Neither the magnitude nor the diversity of India, staggering as they may be, are alone the source of India's communication problems. One must look at the special character of India's social system. To use a botanical simile, India's social system can be likened to a fruit with the combined properties of a tangerine and an onion. Like a tangerine, India is divided into segments — linguistic, regional, religious, and tribal. And like the onion, India is composed of a succession of layered segments, castes and socioeconomic classes, with layers of each segment unconnected with the layers of the other segments.*[1]

Certainly the caste system in India must be considered as an impediment to any mass communication system. Perhaps the central question is whether Indians will utilize a mass communication system of their country merely to strengthen the solidarity of each layer and segment of society or will it try to open the flow of ideas across linguistic and social barriers on a path to modernization.[2] If it is to do the latter, India must construct a program which would help bring better understanding among the inhabitants, reduce illiteracy, promote good farming practices, encourage family planning, and foster education at all levels. Due to diverse needs, no single project exists that India can copy as an exact model for its own development. However, the following recommendations might serve as an outline to be used in developing a mass communication system.

COMMUNITY INVOLVEMENT

Authorities in the area of mass communication agree that the greatest failure of most campaignes is due to a lack of community involvement. As it were, the local citizenry in many cases is ignored. This need not be the case in India, since the Panchayat (an elected village council which supervises all the development programs in its area) can play a key role in the building of a mass communication system.[3] These officials are already looked upon as opinion leaders and are trusted by local citizens. They could make suggestions in the drafting of a particular program to help meet community needs. If the leaders consent to move toward modernization, they must be informed in advance that it is not unusual for a developmental program to take at least two years of preparation before it is ready to be tested. Once they have accepted the idea that success is not immediate or even inevitable, a campaign can be designed.

FUNDING

Funding for a particular program can be obtained through one of several granting agencies such as

---

[1] Daniel Lerner and Wilbur Schram, ed. *Communication and Change in the Developing Countries*, p. 192.

[2] Ibid., p. 194.

[3] *Radio Broadcasting Serves Rural Development*, p. 7.

Ford, Rockefeller, or the Asia Foundation. Advisers from UNESCO may also help local planners by knowing, in advance, what it is that a particular village hopes to accomplish by employing mass communications.

Since almost 85% of the population live in small villages, from 500 to 1,000 inhabitants, a mass communication system will first have to link these communities together. The use of a pilot project is more feasible than a full model since errors can be more easily corrected on a small scale. If the Panchayat could convince the citizens of their area of the value of mass communications in bettering their living conditions, then they could begin by building a road from one small village to a neighboring larger village.

Eventually the citizens would build a common community center either between or in the larger village. Of course, the situation itself will dictate where and whether rebuilding new accommodations will be needed. This community center, as it were, can become the hub of social and educational activity. It would allow for personal contact, now on a broader scale, and for the introduction of new innovations. Free public transportation would aid in bringing citizens to the center. This method would help assure the innovators of having an audience. Large, colorful posters on the sides of the free buses would attract attention as would a public address system announcing the events at the center. Refreshments would also induce the audience to attend.

Engineers from UNESCO may help in the installation of equipment to be used. Of course, citizens should be encouraged and paid for their labor in the program. Technicians involved in similar developmental programs have suggested that if possible all the equipment used to transmit messages in a given area of mass communications should come from the same manufacturer. Training, repairs, and transference of knowledge, i.e., from one medium to another is made easier for the new generation of skilled technicians.

India, in attempting to build an effective mass communication system for educating its people, should not be discouraged by the failure that has resulted in other countries or by her own past efforts. The country is more fortunate than some of the other "have-not-nations" of the world, since the mass media does exist in the country. Each medium must now be developed to meet the needs of its people. Before developing a plan, it will be necessary to examine the extent each of the mass media has played in past communication campaigns and where each has worked most effectively. Not one or all the media in combination will serve as a panacea for India's intricate problem, but individually or in combination they may be able to reduce some of the obstacles in the path of development to a more manageable size.

NEWSPAPERS

The newspaper is the only mass medium which is not a government monopoly in India. Of course, in a country with a high illiteracy (349 million Indians cannot read) the use of the printed word, of necessity will be limited. However, the literate section of the population cannot be ignored either. In actual practice, anything printed on coarse paper and in big type will pass as material suitable for rural readers. It has been proved that a mimeographed newsletter distributed in modest numbers does produce a significant rise in the amount of villagers information regarding current news.[1] Since the distribution system of newspapers is not linked by a central agency and publications do not move easily from one region to another, a small weekly paper printed at and distributed from the community center would provide readers with current news.

Young children, attending the community center day school, could be taught to read the papers and for an assignment told to read them to their parents. It would give the child practice and would also allow the parent to hear of the news from an additional source. The use of the printed word in our plan is only a beginning; but until more people can be taught to read and the advantages of being literate are known to them, we must be satisfied with the idea of having at least introduced the new channel.

FILMS

Although India ranks second after Japan among the world's film-making countries:

> *Only limited use has been made of this medium to teach detailed practices: Their principle use so far has been to build certain images and to convey information regarding*

---

1. Selden and Audrey Meneffee. *A Country Weekly Proves Itself in India*, p. 116.

> *specific programs and innovations. Most of the films have an urban bias. Where they seek to entertain as well as educate, the emphasis on entertainment is so great that the educational part is wholly or partly missed. Or alternatively, the instructional element is so heavy and drab that the film bores the village people. Choice of themes, mode or treatment, and use of language and [illegible] leave much to be desired.*[1]

This situation is unfortunate because a potential instrument for instruction is virtually untapped. Demonstrations performed on film and shown at the community center could be beneficial if there was a live demonstration done in the village as a follow up. Using local inhabitants, trained to use the equipment and other townspeople as the performers will add credibility to the message.

Involvement between advisors from such agencies as UNESCO and the opinion leaders from the town will give direction to implementing messages that should be included in films seen by viewers at the community center. Although films that are being suggested for production are comparable to home movies, there is probably no better mass medium more suited to self identification. Simple films could reveal the progress that has resulted with the introduction of road building and of the community center which was erected. This beginning may be considered crude by most standards, but it must be remembered that this is only a starting point. After some success on an elementary level, more complicated themes and techniques could be used for teaching better farming practices, reducing disease and generally improving living conditions throughout the country.

RADIO

India has 52 broadcasting stations and about 6½ million receiving sets. These figures may seem impressive until one realizes that there are only two radios per 1,000 persons in the whole country. Presently only one-quarter of all rural areas receive radio broadcasts. With increased use of transistor sets instead of the expensive community sets, it is expected that rural listening will become very common. Since by all accounts, radio has been the most successful medium for reaching large audiences, its inclusion is vitally important.

> *It is not difficult to see why radio should be particularly useful in rural development programs. It covers great distances and leaps all kinds of natural barriers. It is swift in reaching a listener. It is the cheapest of the major media in production, and reception can also be inexpensive. Now that transistor receivers are widely available, radio communication can be received even where there is no electricity. It is equally effective with literates and illiterates. And it lends itself to a great variety of content and forms.*[2]

Villagers, provided with transistors, could listen to musical jingles of the type that are so popular in the film industry in the larger cities and even the rural areas. The music should necessarily be of the variety that is familiar to the audience, but the substitution of the proper lyrics would be all important. Words could be repeated and rhymed so that they would be more easily remembered. These musical announcements need not be long but could be followed by a short program dealing with the same topic and repeated several times during the day and night so as to touch most of the listening audience.

Dramatizations borrowing from oral tradition in the form of serials or the common soap opera might be especially helpful. The stories would of necessity depict village life as it presently is and as it should be in the future. A possible underlying theme could be how education helps to foster a better understanding between family members, the community, and society as a whole.

TELEVISION AND THE SATELLITE

Only one television station exists in India, and the total number of receivers is estimated at 6,000 or 7,000 – all within the broadcasting range of this one station which broadcasts for only three hours per day, severely limiting its usefulness in any mass campaign. However, past performance demonstrates that television can be successful in improving the educational system.

> *In New Delhi, over 30,000 students are receiving enrichment lessions in language and science by the use of about 500 television sets placed in the schools. Reports are encouraging. Both teachers and administrators are quoted as saying that the television lessons,*

---

[1] D. Lerner and W. Schram. p. 163.

[2] Wilbur Schramm. Mass Media and National Development, p. 151.

> *and in particular the lessons in Hindi, provide as much learning for the teachers as the students.*[1]

This rudimentary beginning may not be enough since India is in no position to wait while mass media develops within her borders.

In an effort to expand the present operation, India and the United States have scheduled for late 1974-75 a satellite project for direct broadcast of Indian developed instruction. TV programs to rural community receivers, and to feed standard transmitters located in several large cities for rediffusion in surrounding villages.[2] Since our community center would already be in operation at the time when the satellite project is begun, we could be expected to be included.

A primary objective of the experiement is to demonstrate the potential value of scientific technology in the growth of effective mass communication in developing countries.[3] Under the experimental plan, the Indian government will provide 5,000 villages with $500 receiving sets for community viewing then produce programs in family planning, improved agricultural practices and national culture.[4]

Language diversity would require programs to be in different languages. But this is no real problem.

> *On a time shared basis, a satellite with 3 video channels can provide 35 hours of broadcast time a week to each of 12 language groups. With such a multichannel capability, SRI concludes that heterogeneity of language is not an insoluble problem for the use of satellites in support of education and development.*[5]

Television would allow for graphic demonstrations, moving flow charts, time lapse photography, and the now famous "instant replay." These are only a few of the limitless techniques which could be incorporated to make viewing more applicable to everyday life. Each of the previously mentioned techniques must be tested in advance in order to evaluate their worth in a particular situation. The barriers of illiteracy, misunderstanding, and poverty, through the aid of television, can eventually be removed from society.

> *If we go beyond excathedra teaching and look at what has already been tried out in some countries, i.e., the simultaneous use of all possible teaching machines for some aspects of a subject — we find that learning is both faster and more thorough.*[6]

As a result, instructional television holds promise of permitting rapid improvement of educational quality in all quality problem areas previously listed.

CONCLUSION

The mass communications plan proposed in this paper is not completely unique, but has demonstrated some utilizations of the media which have succeeded in other countries. The difference in the author's strategy has been to try to make the adaptation of the plan exclusively that of trying to remedy a situation peculiar to India and her people. Every effort possible was made to stress the importance of face-to-face oral communication at all levels and with each of the media taking a secondary role in the communication process. Community involvement seems to be the catalyst necessary for success. The strengths and weakness of each of the mass media were analyzed so that they could be placed in a proper perspective when introduced into the community center. Villagers will receive recognition from fellow citizens for jobs well done, and the accomplishments of the few will be known to the many. There will be a feeling of pride in the individual, in the family, the community, and eventually in the nation.

A community center is not the sole answer to India's problem but may be the connecting link which will help build the country with a strong feeling of nationalism. The success of this project depends upon a continuing dedication of those involved and the positive effects it has on the community and its life style.

---

1. Wilbur Schram. p. 16[illegible].
2. Royal D. Colle. *The Indian Satellite Experiment: What Next?*, p. 1.
3. Ibid., p. 1.
4. Sig Mickelson. *The First Eight Years*, p. 23.
5. Eugene V. Rostow. *Satellite Communications and Educational Television in Less Developed Countries*, p. 71.
6. L. P. Kammans. *Satellites for Education*, p. 76.

MALAYSIAN BROADCASTING: GUIDED MEDIA IN OPERATION

John A. Lent, Ph.D.
Associate Professor of Communications
Temple University – Philadelphia

To describe the broadcast media of Malaysia is to discuss national development. For Malaysia stands at the apex of those nations which control large segments of their media for the sake of guiding the nation's development. A guided press definitely operates in Malaysia where the authorities admonish mass media to be uncritical of government policies. The rationale is that Malaysia, being a newly emergent nation (independent since 1957), needs time to get on its feet. The mass media, therefore, should provide the country this time by not touching on sensitive issues, by stressing positive, and conversely, ignoring negative societal characteristics.

The concentrated effort at guiding Malaysian mass media developed after the evolution of the Second Malaysia Plan of the late 1960's and as an aftermath of the bloody race riots of May 13, 1969. The governmental feeling after 1969 was that it was not enough just to provide an economic infrastructure for Malaysia; the whole society had to be restructured. Thus, the Ministry of Information set down definite directions it wanted the media to explore. It was all written into the Second Malaysia Plan, Rukunegara (National Ideology) and Sedition Act. These redirections will be discussed under broadcasting functions; now some background on Malaysian broadcasting is in order.

STRUCTURE – ORGANIZATION/FINANCING/FACILITIES

Amateurs were responsible for a great deal of the broadcasting in Malaysia before World War II, most of it centered in Singapore. In 1946 a government department dealing with broadcasting was initiated but it was two years later, with the outbreak of communist threats in the nation, that radio had its greatest thrust. Crises seemed to have spurred on electronics media development in Malaysia; increased attention was given to radio and television after the Indonesian confrontation of 1965 and after the 1969 race riots. The first television broadcast in Malaysia was on December 28, 1963, with an on air period of 24 hours weekly, 80% of which was imported. The new medium resulted from an election pledge. A second channel was started November 17, 1969, designed to restructure the policy on languages of broadcast.

The very nature of Malaysian society requires media such as radio and television. First of all, geographical constraints dictate against widespread utilization of print media. West Malaysia itself is divided by a mountain range with dense jungle which has not, so far, allowed for an East-West highway. Additionally, East and West Malaysia are separated by a thousand miles of water. Secondly, the 10.6 million population is multilingual, multiethnic and multireligious. Fifty per cent of the people are Malay; 37% Chinese; and 11% Indian; the people speak Bahasa Malaysia (the national language), Chinese (Mandarin plus local dialects), English, Tamil, Malayalam, Punjabi, Talegu, Hindi, Urdu, and a number of aboriginal and East Malaysian tongues. Religions widely in use are Islam, Buddhism, Taoism, Hinduism, and Christianity. With such cultural diversity, broadcasting is used to develop national unity. In West Malaysia, broadcast languages are Bahasa Malaysia, Mandarin, Tamil, and English; the East Malaysian state of Sarawak uses even more languages. The broadcasting situation changed drastically recently in the other East Malaysian state, Sabah. Chinese, Kadazan and other native dialects were banned from broadcasting there, even though the Kadazans make up 34% of Sabah's population. The chief minister, Tun Datu Mustapha, scrapped the other languages, hoping to force greater use of Bahasa Malaysia and thus unite the state.

Radio/Television Malaysia (RTM) is owned and operated by the government, the chief executive being the director general of broadcasting who is responsible to the Minister of Information and Broadcasting. The minister coordinates all government mass media – film, broadcasting, information, wire services, press, and liaison. The telecommunications department licenses both radio and television. The government does not permit broadcasting by private individuals, nor does it allow opposition political parties to use broadcasting to channel political ideologies. Thus, because of this type of governance, broadcasting, like all public services in Malaysia, is expected to act in concert with the policies and aspirations of the party in power – in this case, the Alliance Party.

RTM obtains its revenue from annual license fees on receivers ($5.00 for a radio set, $10.00 for a joint radio-television license and from advertising. In both instances, the revenue goes directly into the government treasury. License fees are paid through the postal system, and as is the case elsewhere, collection is difficult (for example, in 1971, 13,000 people were caught operating radio receivers without licenses). In 1972, the ministry collected Mal. $11.0 million from radio-television licenses and another Mal.$15.8 million from advertising. That year there were 322,757 licensed radio sets and 238,357 licensed television sets.

Radio Malaysia consists of four domestic networks, broken down by language, and one external service. Transmission is via shortwave, mediumwave, FM, and VHF. Transmitting and production centers operate in 10 cities in East and West Malaysia; the aggregate power of shortwave and mediumwave transmitters is 940 kilowatts. The external network, Saura Malaysia (Voice of Malaysia), uses 3 shortwave transmitters and broadcasts 56 hours weekly in Indonesian, 17½ hours in English, 14 hours in Mandarin, and 3½ hours in Thai. A 1 hour daily Tagalog service directed to the Philippines was initiated in 1973; broadcasts in Vietnamese, Khmer, and Burmese were expected to commence this year. Besides these radio networks, a new one was developed in November 1973, Radio Ibu Kota designed for Kuala Lumpur residents and providing weather, traffic and other information city folk need in their daily life styles.

Television uses two channels which cover all of West Malaysia and Sabah. Channel 1, the national network broadcasting in Bahasa Malaysia, is on the air 84 hours weekly; Channel 2, using English, Chinese and Tamil, telecasts half as long. Since June 19, 1972, Malaysia has had an ETV service which makes use of Channel 2, monday through thursday, telecasting eight 20-minute lessons daily. After considerable criticism ETV is being expanded and improved by adding more school receivers, by increasing the number of programs from 32 to 54 (including primary as well as secondary lessons) and by contemplating an open university concept of television. ETV facilities will move into new headquarters this year.

Since 1969, Television Malaysia has been housed at Angkasapuri, a 33-acre site in Kuala Lumpur and Radio Malaysia is next door in the Mal.$13.9 million Wisma Radio [House] opened in March 1973. The very modern facilities at Angkasapuri and Wisma Radio cost the government a total of Mal. $36.9 million.

Although government broadcasting is dominant, three small, foreign owned systems function in Malaysia. Rediffusion (wired transmission) originates over a Gold Network and a Silver Network in Kuala Lumpur, Penang, Ipoh, and Butterworth. Transmission is from 6:00 a.m. to 12 midnight daily, catering primarily to the Chinese, although Bahasa Malaysia, English, and Tamil programs are aired. Nearly 30,000 subscribers pay $1.80 per month for this service and Rediffusion does accept advertising. The Royal Australian Air Force base at Butterworth has an internal station, the programs of which spill over into Penang where they are popular because of the western pop music content. There is a British Broadcasting Corporation relay station at Johore in the south.

FUNCTION – RUKUNEGARA/SECOND MALAYSIA PLAN

As indicated earlier, all aspects of Radio/Television Malaysia are designed to meet the government's national development plans. Officials remind the people regularly about broadcasting's relationships with national unity, harmony, nation building, Malaysian identity and the national ideology. When the Prime Minister, Tun Abdul Razak opened ETV in 1972, he emphasized ETV must be developed in line with the science and technology to achieve the objectives of the Second Malaysia Plan. He said:

> *[The] main national target in education and training was the unification of the educational system to achieve national unity as well as to fill manpower requirements.*

When Wisma Radio was officially opened in March 1973 the Prime Minister set down what he expected radio's goals should be, they are:

- Radio must be an instrument to help speed up the process of restructuring society to create a united nation.

- Radio must help oppose antinational elements ... *by having programs containing themes to lead the people to place full trust in the government and give it full support to maintain the stability of the nation.*

- Radio must step up its efforts through the external service by explaining clearly the nation's foreign policy with regard to the neutralization concept.

- Radio must act as a salesman to attract more investments to Malaysia.

When, in early 1973, a 50% surcharge per television showing was levied on foreign produced advertisements, the government explained this was meant to project a national identity and unity as well as provide more jobs locally, and encourage Malaysians to develop advertising agencies and production houses. Announcing in early 1973 that Television Malaysia planned to reduce and eventually stop screening of "long and valueless" feature films, the Information Minister said:

> *... through dramas, music, dances, etc., TV must reflect and enlarge the awareness of the aspiration and development of the nation in terms of unity, democracy, just society, etc., as envisioned in the Rukunegara. Even canned syndicated films will be shown only if they are in line with the national objectives.*

In 1973, great emphasis was placed on making advertising meet a national identity. As one official told me, it was necessary to change broadcasting advertisements because commercials had played up certain elite professions (not the blue collar jobs necessary for development); had shown western products when local goods should have been advertised in a nation striving for industrialization; and had dangerously portrayed a disparity of ethnic communities. For example, he said Chinese shown in commercials usually resided in modern homes while Malays lived in kampong plant houses. The efforts to change advertising content must have been successful, for by September 1973, the Deputy Information Minister could report that 70-80% of Television Malaysia commericals portrayed a Malaysian way of life.

There had been criticism (as much as is allowed in Malaysia) about the government's guidance of broadcasting. When Information Minister Ghazali Shafie made it forcibly clear in 1973 that the television set was not to be an entertainment box but in the future a forum for imparting knowledge and multiplying the flow of information on the development and building of the nation. One newspaper pointed out what an additional burden this would put on local studios. Commenting on the increasing trend to plant government messages in TV drama, another newspaper critic wrote in March 1973:

> *Blatant propaganda, awkwardly served out in the guise of drama, will only succeed to bore us ... the treatment given to* [drama] *is little different from well rehearsed forums.*

There is no doubt that many television plays are built around the theme of social awakening ...

> *where the hero is changed from an egoistic individual to a socially conscious one. Words, and more especially, long speeches have become the favorite device of many playwrights to engineer the shock of recognition in their protagonists.*
>
> Straits Times — January 28, 1973

The parliamentary secretary of the Ministry of Information in late 1972, for instance, said plays should project harmonious race relations, crime does not pay, loyalty to country, rule of law, and belief of God. Syndicated productions are screened according to these criteria. In 1973, after the United States TV show "All in the Family" dealt with the Jewish Defense League, Television Malaysia scrapped the series because it might offend Muslims in the society. "Garrison's Gorillas" was dropped because the Germans were always shown on the losing side, this to the ministry, projected race supremacy. Other syndicated shows are dropped because RTM is attempting to reach 60% local content on both TV channels. All television shows in Malaysia are precensored by the Film Censorship Board and the Ministry of Information and Broadcasting.

To make sure local playwrights know what the government expects both the Minister of Information and his deputy have written television plays to emphasize that progovernment viewpoints can be presented subtly. Additionally, annual television awards are presented not on the inherent merits of shows, but on whether they conform to the needs and aspirations of the government. A top ministry official, explaining why a number of television dramas were eliminated from the 1972 competition, said:

We want more writers to contribute their creative works, but they must first of all understand what we want.

In recent years, the ministry has been increasingly concerned with developing television for the rural population, the official explanation being that these people lack recreational activities and therefore depend more heavily on television for entertainment. Actually, this is a contradiction of the minister's admonition that television should not be an entertainment box. The real reason probably relates to the unofficial view of government that rural people are less educated and sophisticated and therefore more susceptible to governmental viewpoints. To accommodate rural audiences feature films are shown on television early in the evening because these people retire at about 9:00 or 9:30 p.m. The films attempt to take into account all lingual groups – on Wednesday a Tamil movie is shown; on Thursday – Chinese; Friday – Malay; Saturday and Sunday – English. The rest of the television schedule has been worked out to compromise various groups. From sign on at about 5:00 p.m. until 6:30 p.m. children's programs are telecast. From 6:30 to 9:30 p.m. programs for rural folk (Koran readings, Ghazal, Dondang Sayang, and other local music and dance), and from 9:30 p.m. to sign off, at about 12 midnight, syndicated fare for urban dwellers.

Despite these efforts, some critics feel the authorities are forcing upon the multiethnic population, not a Malaysian culture, but one steeped in Malay tradition. One top broadcasting official said the rapidity of this trend meant the production of shoddy shows which related to less than half the total population.

Increased local television programming is pointed out by the fact that in 1971 only 5 Malaysian dramas were telecast, the following year there were 80. The program controller at Television Malaysia admitted program quality suffers when local production is sped up in this fashion, but felt by doing local drama, even bad local drama, television was creating a habit.

Government ambitions also determine news policies of Malaysian broadcasting. Since 1970 Radio/Television Malaysia has used a joint news division. Eventhough the division subscribes to the major world news and feature agencies, and airs as many as 56 news bulletins daily (that was in 1971), listeners/viewers do not get much regional or international news. The deputy broadcasting head explained that news selection guidelines are closely related to government policies, priority given to government objectives relating to development. He added that foreign news must have a linkage to Malaysia before it is used. Thus, Watergate merited one or two mentions on television news during the course of a year, but the October 1973 Middle East War led off most television news shows for a few weeks, the content of which was very pro-Arab. The contradiction appears, however, when the Information Minister reiterates endlessly that news coverage by RTM is based solely on news value. When in April 1973 Kuala Lumpur was tense because of a Malaysian Chinese Association crisis, no mention was made by any media, including broadcasting. Yet, this situation certainly had news value since a self-imposed curfew was in effect on Kuala Lumpur residents. People stocked up on staples fearing riotous conditions and rumors circulated widely throughout the nation. Television Malaysia covertly attempted to calm the population without mentioning an impending crises by showing the Malay Information Minister at a night market in a predominantly Chinese district. The official rationale for news blackouts during such times is that the government does not want to spread rumors or lend credence to them. Yet at another time in 1973, when there was a talk of a rice crisis, RTM contradicted this policy by telecasting public service announcements informing the public not to believe rumors of a rice shortage. Possibly because of this tight governmental rein of news dissemination, the people have traditionally depended on the wide ranging and quite reliable rumor circuit.

With the emphasis on government oriented news, there is definitely a loss of plurality of views. We have already mentioned that opposition viewpoints are not expressed on electronic media. In addition broadcasting, like all mass media, is further limited by the prohibition of discussion of the four sensitive issues laid down in the Sedition Act:

- The Bahasa Malaysia language policy
- Special rights of Malays
- Special roles of the sultans and royalty
- The citizenship policy of non-Malays

Tun Razak justifies this ruling on the basis that these sensitive issues are therefore placed beyond the reach of race demagogues. No doubt this is so, but the limitation also intimidates all those involved in news presentation. The result is that news people, when in doubt, wait for the official statement rather than investigate on their own. For example when the Deputy Prime Minister died in August 1973, the news was not announced that evening on television and had to wait about four hours to make the radio news. The deputy head of broadcasting told me the delay was to allow next of kin to be notified. The broadcasting director, however, said it took that long to reschedule programming suitable for such a mournful event. The reason suspected by some was that because the Prime Minister was out of the country, the stall was meant to give him time to start his return.

News and current events programs (such as the daily *Peristiwa* on both television channels) seem to play up government personalities more than the news events themselves. For example when Malaysia's most famous actor, P. Ramlee, died in May 1973 television news led off with a picture of the Prime Minister and his comments on Ramlee, rather than a picture of the actor and mention of his accomplishments. Thus, even in death, a famous man was upstaged by a priority news system which makes a point of featuring the King, Prime Minister and his deputy prominently, no matter how insignificant their activities. Often television news and current events shows are extremely dull because of the priority system, concentrating on the ribbon cutting, ground breaking and speechmaking of the officials. Other examples can be related concerning the favorable portrayal of government leaders in the news. Kuala Lumpur broadcasters tell about the Information Minister directing television crews on how to photograph him for news shows, or about the Prime Minister insisting that only two still photographs of him be shown on television news shows. If a photograph other than his favorite two is used Angkasapuri receives an angry phone call.

Although television news shows used all 4 languages, Bahasa Malaysia is used at 6:00 p.m., 9:00 p.m., and sign off. The 9:00 p.m. newscast is considered the most important because government personnel watch it regularly. Even with this emphasis on Malay language newscasts, there have been complaints. In early 1973, one branch of UMNO, a Malay political group, asked the Ministry of Information and Broadcasting to engage only Malays to read Bahasa Malaysia news bulletins, claiming non-Malays used poor pronunciation. Other aspects of broadcasting are dictated by Malay custom. Because Malays, who are Islamic, have an intense desire to visit Mecca at least once in their lifetime, news of any air crashes is not presented in telecasts for fear of discouraging the making of the pilgramage by air. Partly because of Islamic traditions, women are not used as television newscasters; the government explains their presence would be distracting to viewers. Male hair styles and lengths are prescribed not only for television newscasters but for contestants and performers in music and drama shows as well. Again, the explanation is that beards and long hair are distracting. Actually it relates more to the government's policy against promotion of a western oriented hippie culture.

Since 1972 Television Malaysia has stopped showing ministers at cocktail parties and dinners except for very special functions. The reasoning is that such portrayals make ministers elitist oriented, engrossed in glamorous affairs, rather than individuals concerned with the problems of the masses.

Probably the most unusual news policy is that of Radio Malaysia, which prohibits the use of "bad" news in the early morning newscasts. The Information Minister explained that the people should be allowed to go to work in a good frame of mind, unburdened of crisis information. Television Malaysia hesitates to use film of demonstrations and riots, whether they be in Malaysia or abroad, but this policy stems from the government's fear of sparking off domestic outbursts.

If all of this suggests a lack of freedom of expression in Malaysia, the government's reply most likely would be "so be it". Officials constantly point out a developing nation such as Malaysia cannot have the same degree of freedom enjoyed by older, more developed countries. Their favorite reply is that Malaysia has press freedom, but such freedom cannot be tolerated to the extent of it causing lawlessness and anarchy. They also emphasize that Malaysia has more freedom of expression than most Asian nations, which is probably true but not much of an accolade. Speaking before the Second Malaysian Law Conference on July 10, 1973, Tun Razak gave an unusual twist to the meaning of press freedom. At that time he said:

> *I venture to suggest that freedom is not always the mere absence of constraints. Rather,*

it is often the acceptance of these constraints. But the constraints must be kept under constant scrutiny with a view to their modification or removal if circumstances so warrant.

At other times, when officials are prodded to admit a lack of freedom of expression in Malaysia, they blame this state of affairs on one or all of these factors – the myriad languages of the media, cultural differences, the insidious threat of militant communism, the immaturity of the media and public, and the suspicion that underlines the veneer of a united nationalist front.

So as not to leave this discussion on a sour note, it must be pointed out Malaysia is extremely well advanced in broadcasting technology, coverage, and training. Future plans call for color television in 1975, black and white television on a statewide basis in Sarwak the same year, and live telecasts between East and West Malaysia as soon as a new satellite earth station is completed in East Malaysia. The nation's first earth satellite communications station, opened near Kuantan in West Malaysia in 1970, links the nation with the Indian Ocean satellite. Color television is being introduced mainly because neighboring Singapore has the medium, according to some broadcasting officials. Others deny this, saying Malaysia is pushing rapidly for color television to meet changes in science and technology. Local color television will take two or three years to implement; it will take even longer to make color television practicable to the people. A color television receiver in Malaysia costs Mal.$1500.-$2000. at a time when a factory hand still receives only Mal.$2.50 daily and in a place where a sturdy plank house requires only $800.-$1000. to build. Finally, another bright spot concerns the broadcast training in Malaysia. Although Malaysia has depended on outside training aid in the past, this has been lessened in recent years with the development of the impressive National Broadcasting Training Center.

Dr. John A. Lent is associate professor of communication at Temple University, Philadelphia. He developed the first academic program in mass communication in Malaysia while coordinator and lecturer in mass communications at the Universiti Sains Malaysia from 1972-1974.

AN INSTITUTE FOR INTERNATIONAL COMMUNICATION AT SAN FRANCISCO STATE UNIVERSITY

Herbert Zettl, Ph.D.
Professor of Broadcast Communication Arts
San Francisco State University

I believe that we need to establish an Institute for International Communication at San Francisco State University.

The principal purpose of the Institute for International Communication, or IIC, is the systematic and intensive study of the television medium, and the role of the medium in the communication process.

The specific objectives of the ICC are:

- To study the requirements and potentials of the television medium
- To study the role of the medium in the communication process
- To study how the medium can be used with optimal effectiveness in a variety of international communication tasks

We all know by now that television has become a worldwide power that shapes our societies and individual lives to a great extent. We use television almost every day, and enjoy being influenced and shaped by the medium. In the United States alone, viewers in almost 63 million households watch television for an average of 6 hours and 20 minutes every day. India is about to program for an even vaster rural and urban audience with educational telecasts via satellite. The populations of some of the remotest areas of Africa are given demonstrations in health care via closed circuit television. In Iran and Taiwan thousands of families enjoy reruns of "I Love Lucy" and "Gunsmoke" besides their excellent local programming. The whole world was able to witness instantaneously man's supreme inhumanity to man in the horrors of the 1972 Olympics, or man's supreme achievement in the walk on the Moon.

But we still don't know very much about what the medium really is, what it could and should do. We think we know what it is, how we can use it; but we know almost nothing about how it might use us.

We have many institutions that are concerned with counting how many people watch a particular program. Apparently they do a good job – when their count is low the program is usually dropped and when their count is high the program stays. Regardless of the program's relative aesthetic or ethical worth – regardless of the program's potential harm.

Sometimes, we are even concerned with trying to find out the nature of the audience: how old, male or female, income, profession. And, under extreme pressure from a government agency, or an irate citizen's group, or left-over money for research at the end of the fiscal year, we might occasionally worry about the effect of programming on the viewer. But we do this ex post facto, after the fact. Instead of trying to prevent war by studying human nature, the basic needs and desires of man, his basic social structures, we wait until the battle is over and count the dead just so that we can decide who is the winner and who is the loser.

It is not enough to study simply the effect of the television message on the audience, once the message has been sent. What we need is a certain set of criteria that helps us understand the effect of the medium on the message, and the synergistic effect of the medium-manipulated message on the viewer. Unfortunately, the medium is still considered to be a simple, though effective, distribution device for ready-made messages. And, worse, we produce a great amount of programming with a vague idea of audience requirements, and no idea of medium requirements. But the medium is not neutral – it is a powerful structuring elements in the communications process and a formative force. The computer principle of "garbage in – garbage out" does not apply to television; most likely, it does not apply to computers either. We can no longer afford being concerned solely with the effect of the message as portrayed on television. We must concern ourselves first of all with the structuring, formative effect of the medium on the message.

McLuhan's overstatement of the "medium is the message, or even the massage," has successfully infiltrated the cocktail circuit of the advertiser or politician. But it seems to have eluded the attention of most of us who either produce television programs or measure their effects.

The proposed Institute for International Communication would have as its principal objective the investigation and careful study of the medium itself!

What exactly would the ICC do? How would we go about the different tasks?

First, what would we do, or rather, what should we do? Let me give you some examples.

Dr. Hyde, Chairman of our Broadcast Communication Arts Department, is just in the final production stages of a documentary on San Quentin Prison. But it isn't a documentary in the traditional sense. It does not open up with the customary zoom shot from the prison compound to the medium close up of the well known network correspondent, with overcoat, handmike, and stern look on his face, projecting authority, emotional coolness, objectivity. Hyde's approach to communicating that *San Quentin is Good Sleeping* – as the television event is called, is not a detached look from the outside in, but a passionate look from the inside out. It is the desperate cry of the inmate who needs to communicate in an effort to remain human. It is not an objective statement, but a thoroughly subjective one. Prisons are not buildings, activities, security. Prisons are people, people in agony, people in trouble, people crying for help, people who have been deprived of probably one of the most essential of human needs: communication – and love . . . the continual process of asserting and reconfirming one's dignity. Hyde's approach is in my opinion, a real breakthrough in media use. Like an expressionistic painting, Hyde's screen event does not so much communicate what San Quentin looks like, but how it feels. It is no longer a one dimensional report or even a two dimensional view of a particular situation. It is a three dimensional insight. It no longer tells, it involves. In years of painstaking work Dr. Hyde helped, through the use of electronic media, some prisoners to become once again aware of their feelings, and more importantly, to express their feelings creatively. The medium had given their lives once again purpose. The medium had penetrated the walls of their external and internal prisons.

How was it done? What were the steps that led some of the inmates to rediscover their potential worth as human beings, and awakened social responsibility in them? What role did the medium play in this process? How could we apply similar processes to similarly difficult social situations and events? The problem is no longer a local one. As an essentially human problem, a very acute human problem, it has truly international significance. It concerns all of us.

Obsiously, we are concerned with these problems at the Broadcast Communication Arts Department. Dr. Hyde has created a new course in which the use of the media in institutions, such as prisons, hospitals, old-people's homes, are carefully investigated. I am sure that other such activities occur in several other places throughout the world. But this is not enough. What is desperately needed is a systematic exchange of these ideas; a pooling of experiences, an exchange of ideas that will ultimately lead to precise mediakinetological theories and applications. The ICC could provide such an environment.

Or take news, for example. We all know that news is important for any society to function properly at the threshold of the twenty-first century, and essential for a truly democratic society. Television, if properly used, might well become the single most important factor for the democratizing of a society, and for the guarding of this freedom. But, if irresponsibility used, television can make us into slaves with equal efficiency.

What is the role of the television medium in the process of news? As the medium is used presently, it is an effective distribution device of a refined version of the town crier, the "Moritatensinger". Today's news informs us of the most obvious happenings of the day, in a more or less entertaining manner. Sometimes, television news is outright good; sometimes it is outright bad. Always, it is incomplete. But we need still more information, more complete information, more readily available information if we are to function effectively in the ever increasing complexities of daily life. As responsible citizens, we are constantly asked to make responsible decisions. But are we always presented with the available choices? Are we given the opportunity to feed in vital information that would help to increase alternatives, or present additional points of view?

If news were considered to be less show business and more of an essential element for social development and individual growth, then perhaps we might have to use the medium in a slightly different way. If news is supposed to supply us with the data for responsible choices, the element of time might be the more important medium factor than presentation format. We then would need instantaneous, continual, information to react swiftly and surely in an up-to-date context of available alternatives. But then we also need to shift time, to look behind and in front of the present. News is not necessarily what is happening right now, but the communication of data that helps me best in my decision making. Therefore an event that happened 135 years ago, or an event that might happen a week from tomorrow might qualify as news much as as an event that happened conveniently between the six o'clock and eleven o'clock air times.

Such concepts demand all of a sudden new communication processes and tools. For example, we are always so proud that we are the melting pot for people from different racial and national backgrounds. But we are equally arrogant in assuming that everybody must, therefore, speak English. How simple it would be to equip television receivers with stereo audio, and to broadcast news at least in two languages. This would eliminate the cumbersome simulcasting on FM. Or, could we not have a three screen receiver that would allow us to view an event simultaneously from at least 3 points of view? How about dial access to computer stored background information to major news stories? While one channel would provide us with headline type information, the other channel, or channels, might serve us with essential background material.

I can't say now whether or not such communication procedures would really be more effective than the way news is presently done. But there is a slight possibility that we could do better. Considering the impact of news on the world, don't you think that there should be an opportunity for interested people to get together and to think about it . . . talk about it . . . try it out.

The IIC could provide such an opportunity.

How about television drama? We always complain that we don't have enough good television drama on the air. But what is good television drama? Is it simply a play that is scaled down so that it fits the confines of the small television screen? Or does the increasing complexity of our lives and the increasing insight into our psychological make up demand a more complex, a more multileveled representation of life on the screen? It it enough to merely reflect an event on television, or should we try to use the medium to lok inside an event? We are proud now to to be able to talk openly about hemorrhoids and racial bigotry on television. And in the context of such venerable and honorable institutions as the medical center or the police department we even dare to mention abortion and homosexuality. But what about the real emotional stresses that occur in our daily lives? What about the emotional stresses that hit us when we are exposed to, or involved in, new life styles, or new social and political concepts? Where are the models that should help us develop the degree of emotional literacy that enables us to deal with such stresses in a creative way? "Cannon" –"The Waltons" – "Henry VIII"? . . . perhaps? But I suspect that we need more realistic models, models that demonstrate the multifacted dimensions of human emotions, and the struggle and energies necessary to keep these potentially destructive energies in check. Models that show how to use them constructively within the prevailing social value system.

Perhaps we need to think of an entirely new dramaturgy. Perhaps it is no longer necessary to rely on plot, on the linear building of a story. Perhaps we should rather concentrate in loking behind the obvious events, into the sub- or unconscious make up of even a simple human encounter.

I am presently experimenting with a new dramatic form that requires several screens and several audio tracks. In one experiment, I use three screens to portray an event in the context of the past and future events. The middle screen represents the present. The left screen shows the past, and the right screen the future. Since no moment in our conscious life is unaffected by past and future, why should we not use the medium to show the same phenomenon in a clarified and intensified way?

Or take the complexity of a simple moment. While I am speaking to you, there are many other things that flash through your mind. Thank God, I don't perceive them all. But there are times where we should demonstrate such complexity of the moment. Where we should make each other aware of such a complexity, rather than pretend that we can reduce the other person's, or our own, feelings to a one dimensional event, solely for the convenience of the other person's expectations. What we see on television lets us believe that this one dimensionality is the norm. But is it really? How about if we were to express such a complexity by playing different thoughts and feelings simultaneously on 4-, 8-, or 16- audio tracks?

How about getting people together from all over the world whose business it is to probe into human beings and to communicate such findings in a clarified and intensified way, – via television, for example. How about if writers, directors, psychologists, psychiatrists, musicians, actors, philosophers, and a few more turned on people from all over the world could get together in an environment free from pressures of time and the necessity to come up with saleable products to discuss such approaches to television drama? Are you interested? I am. The IIC could provide such an environment.

The concentration on medium research by the IIC would include the television artist, who might discover in television the perfect medium for conceptual art, or the teacher, who might want to use the medium to help people learn a variety of tasks with great efficiency and joy.

How about the search for new methods and techniques that would help to assess the overt and covert needs of a community – needs that go beyond the limited response, predetermined by a "yes-no" questionnaire. Perhaps then, we would find that there are more pressing needs than rapid transit, bay fill, and the actions of the police department. Perhaps we would then be able to look behind the obvious, and thus be able to satisfy the hidden needs and desires of several groups of people.

Take the popular subject of television violence, for example. What exactly do we mean by television violence? Violent acts as "portrayed" on television and distributed via television? Or might it be the relationship between viewer attitude and believability of screen image that now turn into a violent attitude, or even induce the viewer to violent acts? Watching the good guy slug it out with the bad guy might trigger an immediate viewer reaction that is far from violent. but may rather prove refreshingly cathartic.

But the innocent, persistent, insidious display of unattainable wealth as the common living standard might well lead the poor to a level of frustration that may be released in a truly violent act. Someone who doesn't have enough money to buy a sufficient amount of even the simplest kind of food for his hungry family might get quite angry at the attractive screen display of gourmet food and drink. Someone who is trapped in a slum area might get quite angry, if not violent, if he is continuously refused the good life which he has learned from television to be the norm.

As far as the message is concerned, an objective content analysis would probably assign the fight scene a higher aggression score than the scene in which elegant people wine and dine elegantly in elegant surroundings. Yet, if we shift our point of view and analyze the problem within a wider context, we might find that the subtle accumulative effect of reinforcing unattainable or false models of the god life is the more violence prone program fare than the fight scene.

We are no longer concerned with the effect of the message as **portrayed** on television, but with a medium structured, **medium transcended** message. A research project by the IIC into television violence could possible help the researcher to view the problem from a fresh perspective. Worth a try . . . wouldn't you say?

Well, we have some idea now about the general problem areas with which the IIC might be concerned. How would we go about it?

Let me list first the specific IIC activities which come to mind, and then give you a tentative curricular plan. When fully operational, the Institute for International Communication will:

1. Engage in systematic research of the television medium requirements and potentials, and the role of the medium in the communication process.
2. Engaged in experimental television production activities and in funded media problem solving.

3. Translate educational and behavioral objectives (cognitive, affective, and psychomotor) into optimally effective media experiences.

4. Engage in systems design for general and specific television production operations.

5. Provide a free environment of inquiry and experimentation for refugees from commercial and non-commercial television.

6. Hire domestic and foreign professionals on seven, or fourteen week, or one year contracts for specific research projects.

7. Conduct research projects designed to find information relative to universal symbols (visual and nonvisual), signs, themes, and temporaral structures in public communication.

8. Sponsor and host seminars, conferences, and training sessions on television and related media.

9. Act as a clearing house, duplicator, and disseminator of video taped experiments.

10. Act as a clearinghouse for the translation of relevant research in English into other languages.

11. Act as a reception center for traveling VIP's in mass media.

12. Edit and publish a journal, Stimulus, which would disseminate on a regular basis the research results and ideas generated by the IIC sessions.

13. Engage equipment designers to work on specific equipment problems posed by the creative uses of television production and transmission facilities.

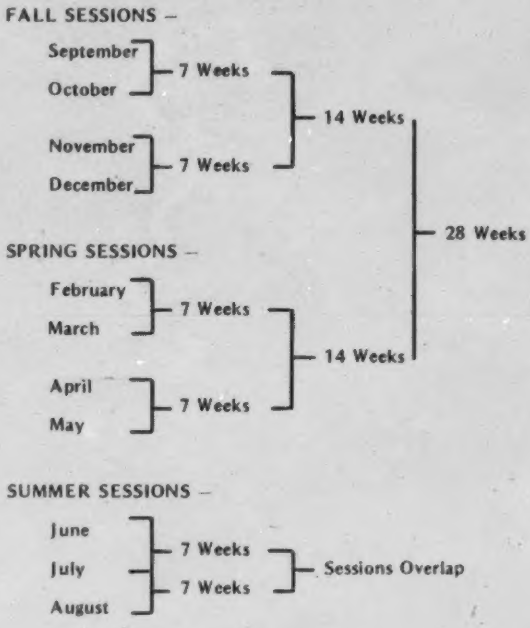
14. Offer special telescoped media courses, specifically designed for the IIC participants.

15. Undertake the planning and training of personnel for television systems in developing countries.

The curriculum of the IIC is based upon a 7-week module. One 7-week Instructional or Workshop Session represents the stipulated minimum. The maximum participation can be extended to a 35-week academic year (including one of the two summer sessions). Participants who would like to apply for longer programs are encouraged to negotiate for a research contract, or to apply for admission to the regular BCA graduate program. A 14-week session is considered the normal length of participation.

The IIC sessions will run in close proximity to the University calendar.

CHART OF CURRICULUM MODULES



Obviously, what we are after is to provide concerned people from all over the world the opportunity to think about, talk about, feel into, prove into, and experiment with the most powerful communications device created by man thus far. As a true extension of our nervous system, television needs our constant care and cultivation.

The study of television – specifically the study of the television medium – and its role in the international communication process is no longer a luxury, an idly academic exercise, but an essential task in our strive for the improvement of communication, positive growth, if not survival, of everyone of us who inhabits this global village . . . Earth.

TELECOMMUNICATION IN BRAZIL

Valmar C. Figueiredo
San Francisco State University

Brazil is the largest nation in South America in area and population. Larger in area than the 48 states of the continental Unites States, it is smaller than the 50 states. It has a coastline on the Atlantic Ocean of 4,603 miles, and extends approximately 2,689 miles from north to south and 2,684 miles from east to west. In 1822, when Brazil was transformed from a colony into an empire, with total political autonomy, the country was little more than a few vague markings on such maps of South America as then existed. Brazil's population at that time was 10 million. Today it is well over 100 million.

The variety of the Brazilian climate is due to the immense north-south extent of the country and to irregularities of ground. The greater part of the country has an average annual temperature of more than 70°F. The climate of Rio de Janeiro may be compared with that of Florida.

The seasons are like this:

Summer – December, January, February is between 80-90°F.

Autumn – March, April, May the temperature ranges in the 70's.

Winter – June, July, August averages 40-50°F.

Spring – September, October, November averages 60-70°F.

In most of us there is a misconception about the major language in South America. When we talk about South America we automatically think about the Spanish language. There are 10 countries in South America and 3 European possessions. Nine of the 10 countries speak Spanish and the 3 possessions speak English, Dutch, and French respectively. Brazil is the only country that speaks Portuguese. The population of the entire continent is 190,038,000. Of this number 90,038,000 are Spanish speaking (10% are dialects). The 100 million left speak pure Portuguese. Research shows us that Portuguese is the major language in South America, not Spanish.

When Brazil became independent from the Portuguese empire on September 7, 1822, the world was already taking its first steps along the way to the "industrial revolution". Having taken her own time . . . admittedly time wasted, in catching up with the rest of the industrialized countries, Brazil is now trying to make up for that time, and as often happens, is doing so with a vengence.

The way of communication with the public in Brazil is almost the same as the U.S. In Brazil the quality still is poor but with a greater tendency to be improved.

In the printed media we have newspapers, magazines, and billboards. After World War II, newspapers enjoyed tremendous growth as mass communicators. The *Jornal do Brasil* can be compared with the New York Times. It is distributed all over the country. This is a national newspaper. We also have a newspaper-chain headed by the *Diásrios Associados* with the main office in Rio de Janeiro. Most of the newspapers cover local and rural areas.

To compete with the newspapers came the national news magazines. The oldest is *'O Cruzeiro* and the better edited is *Manchete*.

The billboard is a great influence as an advertising agent in the big cities, such as Sao Paulo, Rio de Janeiro, Belo Horizonte, Porto Alegre, Receife, and Salvador.

Wireless broadcasting began in Brazil in 1919, when a little station, the Pernambuco Radio Club, was opened. In 1922 the Federal Government acquired two transmitters which it gave (1924) to the Radio Club and to the Brazilian Educational Radio. The first law regulating broadcasting dated from this year (1924).

Broadcasting principally developed after 1932. In 1961 there were 569 companies engaged in the broadcasting business with 803 stations scattered all over the country.

In 1965 the figure jumped from 803 stations to 924 transmitters. Of the 924 – 718 stations are mediumwave transmitters with a total power of 1,684.7 Kw; and 159 shortwave transmitters totaling 1,150.75 Kw; and 54 FM stations with a combined power of 34.35 Kw.

In 1973 the number of stations went up 15%.

The Federal Government grants broadcast licenses, allocates frequencies, and regulates advertising. Each day at 10 p.m. all stations throughout the country, by law, have to broadcast a half hour government program which originates from the studio of **Radio Nacional** (National Radio). It is located in Brasilia, the capital of Brazil. This station is controlled by the Ministry of Justice and the Ministry of the Interior. These programs consist exclusively of official government announcements.

Nearly all of Brazil's stations are privately owned. Advertising is the only source of revenue for the stations. They do not receive any money allocations from the Federal Government. An average 21% of their air time is devoted to advertisements; 54% to music; 4% to news and information; 4% to sports; 2% to educational programs, and the remainder to programs for women, children, religious services, and discussions.

Programs are almost entirely in Portuguese, but there are numerous transmissions in Japanese, for a large Japanese colony established in the southern states. A number of shows are also given in English, Spanish, French, and German.

Radio has a great audience during the soccer season when all three major networks broadcast live (play-by-play). Radio has a great influence on the transmission of international games. When any team of the major league plays outside the country, one of the networks would send a crew and an announcer (reporter) to broadcast to millions of fans.

The three networks are:

- **Associacao Brasileira de Emissoras de Radio e Televisao**, with the main office in Rio de Janeiro. This network has 66 radio stations spread over the country.
- **Diarios e Emissoras Associados**, also having its main office in Rio de Janeiro, there are 23 radio stations which belong to this network.
- **The Bandeirante** with its main office in Sao Paulo, the number of stations belonging to it is not presently available but it is the oldest radio network.

Radio conquered the mass population when the little transistor radios, operated by battery, came on the market. Until then only a few of the people who lived in the interior could afford to buy a 12-volt battery to supply current to their expensive radio. Electricity was something for the future. Now with the transistor radio the radio stations are able to reach the farthest audience. The price of these little radios are right for most people. A radio, until 1965, was a big deal.

I can recall one Sunday in December of 1962, there was a big soccer game championship. We, my family, had a shortwave RCA radio tuned to Radio Bandeirante in San Paulo, the house was crowded with friends – at least thirty people were seated on a terrace listening to the game. It was a big time. For this occasion we always had a spare battery in case the one supplying current to the radio became weak and had to be replaced.

If one was a businessman and had a radio his business went up almost 100%.

The radio stations are increasing. More radio stations are licensed than ever before. With the opening of the Trans-Amazon Highway, new cities have been situated in the interior and radios cannot be ignored. The people need to know what is going on in the big cities. Now more than ever before, people can listen to political propaganda and make a better decision in their positions.

There are two major educational radio chains: The **Radio Globo** with its office in Rio de Janeiro – it's programs are taped and sent to its affiliates around the country. The other one is the **Radio Nacional**, with its main office in Brasilia. At 10 p.m. all the educational and commercial stations get interconnected with Radio National to broadcast the Voice of Brazil, which consists exclusively of government announcements for that day.

A year ago, the Globo Estereo (broadcasting in stereo) went into operation. It was the first radio station to operate in quadrophonic (transmission in four channels). The Instituto National de Opiniao Publica made a survey and 52% of the owners of FM radio listen to Globo Stereo. It's tranmitters are located in Rio de Janeiro as are its main office and studio. The music played on it is the same kind which is played on FM stereo here in the United States – easy listening. There are eight news items for the stereo listeners and it is totally automatic – the tapes and tape cartridges being pretaped in the stations studio.

There is another radio station which is still in the experimental stage of operation. It is Jovem Eldorado. Transmitting on the frequency of 98.1 Mghz. Its programs are totally dedicated to the younger generation.

In 1951, television pictures scanned the Brazilian sky when the first transmitter was inaugurated in Rio de Janeiro. This was followed by others in Sao Paulo. By 1961 there were 20 companies in the business of television broadcasting. In that year there was a total of 1,430,000 sets.

All stations are privately owned except TV Globo which is educational and Televisao Nacional which is owned by the government.

The revenues for private television stations comes from the advertising boom, which has helped the country to grow at a tremendous gallop.

In the 50's television was known only to the states of Sao Paulo, Rio de Janeiro, and Rio Grande do Sul. Their facilities were of poor quality and this was an experimental period. Only a few people could afford a television set.

There are four networks responsible for the distribution of programs:

- Departamento National de
  Telecommunicacoes (DENTAL)
  "National Council of Telecommunication"
  Rua Miguel Couto No. 105
  Rio de Janeiro, GB, Brazil

- Associacao Brasileira de Emissoras
  de Radio e Televisao
  Rua Mayrink Veiga No. 6, 12/13
  Rio de Janeiro, GB, Brazil

- Associacion Internamericana de
  Radio Difusao
  Rua Mayrink Veiga No. 96
  Rio de Janeiro, GB, Brazil

- Diarios e Emissoras Associados
  Rua San Cabral No. 103
  Rio de Janeiro, GB, Brazil

There are 400 television stations in the country and 11 more are in the process of development. The State of Sao Paulo has 6 main stations and the State of Guanabara (Rio de Janeiro) has 3 main stations; in the State of Minas Gerais there are 4 stations. These stations are:

Sao Paulo

Channel	Station
2	TV Educativa
4	TV Tupi
5	TV Globo
5	TV Record
11	TV Gazeta
13	TV Bandeirante

Rio de Janeiro

Channel	Station
4	TV Globo
9	TV Educativa
13	TV Rio

Minas Gerais

Channel	Station
2	TV Alterosa
4	TV Itacolomi
7	TV Vila Rica
12	TV Globo

In the country there are 6,580,000 television sets, including 80,000 color sets. The color televisions, such as the FM stereo, are new in Brazil. It first penetrated the Brazilian sky in January of 1973 – adopting the P.A.L. system.

The television programs are divided into three categories – Children, Women, and Men. In the afternoon the programs belong to the children, then the women's programs are shown (mostly soap operas), and in the late evening the programs are dedicated to men and consist of news, movies, and sports.

When television was first established in Brazil it did not receive a complete orientation at the technical, artistic and management levels. Today it still is operating on these limited instructions which produce programs of poor quality as compared with the British, French, Italian, or American programs.

Transmitting eighteen hours a day, the television operations are making mistakes which cannot be corrected due to a lack of knowledge. There is a long road to go and much to be learned in this field of telecommunication that is so vulnerable.

For the general audience there are shows on Saturday and Sunday. These shows are live and come from the main studios of the top networks. There is an organization of censorship (a government agency) to control programs which are available for broadcasting.

In educational television there are good programs. Most of them are foreign oriented, such as "Sesame Street" and many others. Each state has its own educational television station which receives Federal Government support. It offers many different high school, college, and university courses. The student can write to the station and ask for their course catalogue. This kind of teaching by television has helped millions of Brazilians learning to read and write.

Like radio, which costs a great deal to own, television went one step beyond – it is a luxury and only people with good jobs can afford a television set. Today the country is interconnected via microwaves and satellite. EMBRATEL, similar to AT&T in the U.S., monopolizes the microwave and satellite systems. The networks rent channels from EMBRATEL for the transmission of their programs. There are two charge tables:

- The prime time charge is $160,000. for 10 minutes between the states of Sao Paulo and Guanabara (Rio de Janeiro).
- From 1 a.m. to 2 p.m. the network is charged 30% of the prime time rate – they formerly were paying 70% of prime time.

The communication via telephone, until recent years, has been extremely difficult. In 1960 there were 1,788,859 telephones. Today, with the installation of numerous microwave and satellite terminals, the number of telephones per household has increased tremendously, eventhough one has to wait for weeks or months to have a telephone installed.

The telephone company uses many different systems for their operations:

- **Interurban System** –
  Equipment utilized for connection between two urban agglomerations either automatic or combined.
- **Microwave System** –
  A high frequency transmission (UHF) through parabolic antenna, dispensing with cable, and occupying a given number of circuits or channels.
- **Coxial Cable** –
  Transmission through a special cable which sends and received a number of simultaneous calls in different frequencies.
- **Wave Carrier System** –
  Transmission through an aerial network of copper wire and VHF equipment at both ends.
- **Cable Carrier System** –
  Transmission through an aereal network of copper wire in ehich each circuit may be occupied for a single cell at a time.
- **Phanton (magnetic) System** –
  Transmissions through an aerial network technically prepared and utilizing two bare copper circuits to obtain a third circuit (phanton), this system through magnetic induction.
- **Satellite System** –
  Transmission using orbital stations and satellites.

EMBRATEL, the company responsible for the installation of the microwave system in Brazil, uses two types of systems – a microwave system by visibility and a microwave system by troposcatter. The latter being the most usable. The visibility system is installed all over the country except in the northern regions where the troposcatter system is used.

On August 20, 1964 Brazil and 70 other countries participated in setting up the International Telecommunication Satellites Consortium, whose goals are to plan, execute, and control the international system of communication via satellite. Brazil owns 1.5% of the shares which gives them a seat on the Board of Directors.

The Brazilian earth station of communication by satellite was inaugurated in February 1969 in Tangua, Itaborai county, in the State of Rio de Janeiro. It is to operate on the international circuit transmitting and receiving, via satellite, all the telecommunication traffic. The giant disc antenna of the earth station can be seen from far away and is almost a tourist attraction – catching the attention from all those who are driving by. This antenna captures the signals relayed by satellite. The signals are then conducted by underground cables to the master control.

EMBRATEL is the company in charge of operation of the satellite system. It's earth station was equipped initially with one antenna with the capacity for the addition of two more antennas. This system has three channels of radio frequency. One is for the transmission of television, another for the transmission of messages (132 channels for voice) and the third channel for the transmission of television sound and channels of associated programs. The group was equipped with ten receptor channels and now it is being increased to twelve, which is permissable in such an antenna.

We were initially interconnected with nine earth stations in both North and South America and Europe. Our correspondents are: Argentina, Chile, Peru, Mexico, the United States, Germany, Italy, Spain, and France. Through these countries we are interconnected by coaxial cable with all of Europe, Japan, Canada, and other American countries.

Since the first time the earth stations went into operation we have seen the world's great events as well as transmitting the great happenings in our own country and the rest of South America.

A satellite has been ordered with delivery expected in the middle of 1975 and to be used soley for Brazil's domestic use.

BROADCASTING IN THE PEOPLE'S REPUBLIC OF CHINA

Peter Graumann
San Francisco State University

BACKGROUND – UNDERDEVELOPMENT AND BROADCASTING

Noted for the high order of its ancient civilization, the history of modern China is a story of colonial oppression and underdevelopment. While this paper certainly cannot be a thorough outline of Chinese history, it is important to recognize certain characteristics of Chinese society which still today affects every area of its social development – including broadcasting.

With an area of over 9.6 million square kilometers and a population over 700 million, size itself presents tremendous obstacles to building a unified culture and society. Besides the majority Han nationality, which constitutes 94% of the population, there are over 50 minority nationalities distributed over 60% of the area of China.[1] All of these minority peoples have their own language and cultural traditions. For centuries, and as recently as the "War Lord Period" of 1911-1926, China was in effect a series of locally ruled provinces having their own monarchs, armies, and economies.

China is a predominantly rural and agrarian country with the vast majority of its population engaged in agriculture. No developed communications system or transportation network existed prior to 1949 and consequently that rural majority was cut off from the central cities. What little industry existed was owned by foreign companies. The level of poverty was enormous and education reserved for the elite few.

BROADCASTING BEFORE 1949

Since the beginning of broadcasting here, radio has been the dominant broadcast medium. Radio development reflected the situation of the country in general. In 1931, China had 18 radio stations. By 1937, this number had grown to 92 including a 7½ kw transmitter built in Nanking by the German Telefunken Company for the publicity department of the Kuomintant (KMT) and a 5 kw station controlled by the Hankow Municipal government.

Of the 92 transmitters in operation, 43 were in Shanghai, most located within the Foreign Settlement and under foreign control. Peking had 5 stations, 4 privately owned. An estimated 100,000 radio receivers were in the country at that time; none domestically produced.[2]

Three types of stations existed: a few government owned and operated, many foreign owned commercial stations and some stations run by the KMT, a nationalist political party led by Chang Kai-Shek, used to transmit political messages. The exclusively urban location of these stations serves to demonstrate the isolation of the countryside from the cities. In addition, the lack of effective government control is shown by the fact that the most powerful station in all China was built in Changchun by the Japanese government in 1934. Its 10 kw of power was used to blot out Chinese government broadcasts to Manchuria.[3]

COMMUNIST RADIO

The use of radio by the Chinese communist movement began in the second half of the 1930's. The first transmitters and receivers were employed by the New China News Agency for monitoring foreign broadcasts and transmitting stories, at first to news services outside the country and beginning in 1943, within China itself.[4] With the emergence of the civil war between the communist and nationalist led forces, the Chinese Communist Party (CCP) increased their use of radio; constructing transmitters in the communist held "liberated zones". Beginning in Yenan in 1945 with a 300 watt station on the air 2 hours daily, then expanding program time to 3 hours including some English language programs by the end of 1948 there were 16 stations operating from the liberated area, most directed toward nationalist held zones.[1]

---

[1] **Geography of China, [1972], pp. 1-5.**

[2] **Chu Chia-Hua.** ***China's Postal and Other Communications Services,*** **pp. 192-193 (all fig. cited).**

[3] **Ibid., p. 194.**

[4] **Fu-wu Hou (Franklin W. Houn).** ***To Change A Nation,*** **p. 97.**

THE GROWTH OF BROADCASTING AFTER THE 1949 REVOLUTION

With the victory of the socialist revolution in 1949, a qualitative transformation of China began. The peasantry had played a major role in the revolutionary struggle and this role was reflected in the attention paid by the new government to the rural population.

Two major campaigns launched early in the 1950's foreshadowed the emergence of radio. The first was an effort to reform the Chinese language through the simplification of written symbols and eliminating little used characters. These changes made written language available to the masses of people for the first time. This effort tied in to the massive literacy campaigns launched in 1951 to overcome the lack of education available to the majority of people.

Virtually all observers agreed that a vast increase in the use of the broadcast media was implemented by the socialist government after 1949. This growth was effected mainly by developing already existing transmitters through:

- Increases in transmitter strength
- Adding frequencies for broadcast use
- Efforts to bring effective communication between the central government and rural areas through the national coordination of radio.

Rather than an immediate increase in the number of transmitters, these methods were probably favored due to lack of materials and trained technicians needed to construct and operate new stations. The goal of unifying the country and overcoming regionalism through a national broadcast hook up was also a factor. It was certainly more economical to exploit existing transmitters than to build new ones.

Upon coming to power, 49 of the 83 existing stations were brought under government control. The remaining 33 private stations, mainly in Shanghai, were placed under tight restrictions and eventually nationalized when the administration felt able to provide necessary personnel. By 1957, the number of "People's" stations had reached 58 with an additional 39 frequencies added to those transmitters potential. This rise in total output strength grew from 107.9 kw in 1949 to 475.2 kw in 1952 to over 4,275 kw by 1954 with projections to increase that figure by 460% by 1957.[2]

THE METHODS OF DIFFUSION

Several innovations were applied in the 1950's to supplement and extend the limited broadcast power available to the government. The earliest put in effect was the "Monitor System". In April 1950, the Information Administration issued its "Decisions on the Establishment of Radio Broadcasting Monitoring Teams" which called for organizing people into squads that could bring the radio to the people. Later that year, monitor teams were established in the armed forces and in September 1951, the trade unions began to recruit volunteers for teams in work places.[3]

These teams listened to broadcasts from Peking, printed the important information and news onto flyers and distributed them in their areas. An alternative method used was to put the information onto large posters or "Public News Boards" in prominent locations. In addition to bringing new audiences to the still limited radio facilities, these teams served as a vehicle to discuss the news with people and feed back the public reaction to Peking. The April 29, 1950 "Regulations for the Work of the Monitors" called for the teams to be selective in the material used for distribution, focusing on important political and educational matters that would raise the cultural level of the people. The teams were to regularly report to the local broadcasting station which materials had been chosen and how people received the information. The station could

---

1. Fu-wu Hou (Franklin W. Houn). *To Change A Nation*, p. 155.
2. Ibid., p.156 (for all fig. cited in para.).
3. Ibid., p. 160 (as cited by Houn from **New China Monthly** and **People's Daily**).

then adjust its programming in light of audience response.[1]

As of January 1956, there were 11,000 such teams operating from various level government offices. Another 17,000 were in industrial units or in agricultural cooperatives. Still another 22,000 teams functioned in the armed forces. These involved around 150,000 individual monitors. By 1961, there were estimated to be 60,000 teams comprised of almost 200,000 persons.[2]

Another way of broadening radio listenership was the organization of collective listening campaigns or listening assemblies. For important broadcasts, the government encouraged the population to come in groups to locations having radio receivers – usually in workers clubs, government offices and other public places. Group listening was featured during the Korean war as a means to mobilize support for the Korean national liberation struggle. It remains occasionally used today, when particularly important issues in domestic or world politics arise.

Beginning in 1955, the use of "wired broadcasting" (rediffusion) became the major development goal for radio in the People's Republic of China. Wired broadcasting was first utilized extensively in the Soviet Union and it was probably through their influence that it was adopted in China.[3]

The major advantage of this type of system in an underdeveloped country is that the need for relatively expensive individual radio receivers is avoided by using loudspeakers instead whose cost is much less. A program is sent out from the national or regional station to local receiving stations. These in turn transmit the program through wires to local speakers much as a telephone cable system works. These loudspeakers are placed in prominent public locations, schools, and listening rooms in work places. Besides being economical, wired systems are not limited to places which have electricity, only the rebroadcasting stations need be in electrified locations.

The large jumps in the penetration of wired radio took place in conjunction with large scale economic and agricultural campaigns. During the "Agricultural Cooperative" and "People's Commune" efforts in 1955-56 and 1957-59 respectively, the number of rediffusion outlets grew dramatically. This is shown by statistics showing 8 wired stations with 500 outlets in 1949, 835 stations with 90,500 outlets in the beginning of the cooperative movement in 1955, 1,490 stations having 515,700 outlets at the culmination of the campaign in 1956, 6,772 stations with 2,987,500 speakers in the midst of the People's Commune movements in 1958 and 11,124 stations with over 4.5 million outlets by 1960.[4]

Alan Ping-liu writing in 1960 observed that:

> *The wired radio broadcasting network facilitates the modernization process among the Chinese peasants especially by imparting skills and disseminating facts. Every provincial People's Broadcasting Station has regular agricultural programs which are rebroadcast by the county wired stations.*[5]

The penetration of radio into rural provinces was evidenced further when it was reported that in 1959, 84% of rural cooperatives in the Kwantung and Keilunkaing provinces were connected to the wired system and 54% of the communes in Inner Mongolia had rediffusion stations or were connected to the wired system.[6]

The creation of the rediffusion system did not eliminate production of radio receivers. During the "Great Leap Forward" of 1958, more than one million sets were produced, a relatively large number when compared to the estimated one million total radios in all China less than 10 years earlier.[7] The 1965 United Nations statistics on radio in China listed 233 radio stations with 6,991,200 individual

---

1. Fu-wu Hou (Franklin W. Houn). *To Change A Nation*, p. 161.
2. Ibid.
3. Alan Ping-lin Liu. *The Growth and Modernizing Function of Rural Radio in Communist China*, pp. 573-577.
4. Ibid.
5. Ibid.
6. Ibid.
7. Hugh Howse. *The Use of Radio in China*, p. 60.

radio receivers and 8,800 wired systems. This calculates to one set per 100 people.[1] In comparison, in 1937 approximately 1 set per 4,000 people and no wired systems existed. The overall average for Asia in 1965, including Japan, was 2 radios per 100 people.[2]

Today, the production of radio transmission and receiving equipment is an important industry in the People's Republic of China. Since 1953, all of the equipment used in the country has been domestically manufactured. By 1960, over 130 different radio models were reported to be in production, some of them quite sophisticated and having built in tape recorders. The equipment is produced in several cities, Shanghai ranking first in output. With rising domestic production, a sharp drop in radio prices has been recorded. While certainly not being cheap, they are available to the vast majority of working people.[3]

THE GOVERNMENT AND BROADCASTING

The Chinese broadcasting system is organized on three levels:

- National
- Regional or Provincial
- Local or Country

The national government body responsible for regulating this medium is the Bureau of Broadcasting Affairs of the State Council. The bureau makes overall plans for the growth and content of national radio and has organized several national conferences like the one in 1955 which made the initial plans for the wired systems and projected them to cover the national by 1962.[4] While this goal was not achieved on schedule, by 1964 there were over 6 million local wired outlets (speakers) linking over 95% of the towns and communes to the central system.[5]

The major source of national and regional programming is the **Central People's Broadcasting Station** in Peking. The central station has the ability to transmit 4 separate simultaneous programs. Three of these are relayed nationally for rebroadcast by regional and local stations while the fourth is for local Peking reception.[6]

Below the national level are the 21 provincial stations. These replay a substantial amount of national programs, especially news and political commentary. Regional stations usually follow up these national programs with the shows of their own creation. Provincial stations are under the authority of regional government bodies.

The third tier of the system is the local transmitters who initiate part of their own material also. In rural areas, a typical program might be on "How to Make Production Plans for Agricultural Cooperatives". The popular method of follow up for such a show would be to invite an experienced peasant to speak about his methods of farming.[7]

Local news and weather reports constitute a major portion of locally originated air time. In the early postrevolutionary days, in order to involve the local population in radio, thousands of citizens were invited to express themselves over the air on radio.

In addition to these public stations, the People's Liberation Army broadcasts over 24 frequencies. This researcher found no material on the exact content of these programs which are intended for use in the education and training of military personnel.[8]

HOW THE GOVERNMENT VIEWS THE MEDIA

The government of China is extremely frank in its views toward the function of broadcast media. The Deputy Director of the Propaganda Department of the Communist Party Central Committee stated in 1958:

---

1. **World Radio and Television**, UNESCO [1965].
2. Ibid.
3. Hugh Howse. *The Use of Radio in China*, p. 60.
4. Idem., *The Role of the Mass Media in China*, pp. 48-64.
5. Alan Ping-lin Liu. *Communications and National Integration in Communist China.*
6. Hugh Howse. *The Use of Radio in China*, p. 61.
7. Alan Ping-lin Liu. *Communications and National Integration in Communist China*, pp. 575-576.
8. J. M. Frost, ed. **World Radio and TV Handbook.**

> *All propaganda media must submit themselves to situational needs, because they are an instrument of class struggle and they have to serve politics at all times.*[1]

Thus, broadcast media is viewed in the same way as other public institutions, as instruments shaped to further the aims of building socialism. Tasks seen as the special job for broadcasters are the education of the masses in politics and history, practical work such as farming and production techniques, the wearing away of regional and ethnic differences, propagation of the reformed language and the closer integration of the rural and urban areas.

CONTENT OF THE MEDIA

The subject matter of Chinese broadcasting is varied and comprehensive. Between 1949 and 1952, it consisted mainly of live broadcasts of mass rallies, speeches from party leaders and coverage of trials of accused traitors and collaborators with Japan.[2] Since that time, while maintaining a heavy political proportion, the use of radio for educational and cultural advancement has been introduced substantially. Today, a typical day's programming includes several news programs; lectures on science and literature; discussions of farming; and women's programs utilizing some western as well as native music, and featuring live broadcasts from the Peking Opera.

NEWS

Chinese broadcasters apply a different concept in reporting the news. Rather than purporting to be "objective" reporters of events, as most newsmen in western countries do, Chinese reports are openly partisan. During different political periods (Cultural Revolution, Great Leap Forward, etc.), program content may vary. The over riding theme remains the achievements the Chinese people since the 1949 revolution in contrast to their prostration to foreign and domestic rulers before it. The actual percentage of straight news programs has decreased since 1950, when the constituted 50% of all broadcast time with educational programs taking 25% and recreational shows another 25%. By 1955, news and political broadcasts decreased to 30% of air time, scientific, musical, literary and dramatic programs accounted for 62% and other miscellaneous programs for 10%.[3]

The content of news broadcasts center on achievements in socialist production and government statements. Coverage is also heavy on events in neighboring countries like Korea, Vietnam, and Thailand.

OTHER PROGRAMS

Cultural programming consists of such things as story telling, a traditional Chinese art, literary discussions, poetry readings, and comedy monologues. Musical selections range from military marches to opera to regional folk music from Wuhan or Chengtu province.

Children's programs are less political then most other offerings. Their main aim is to:

> *. . . arouse children's scientific interest and creative fancy, develop patriotism and love of the people, convey a certain amount of historic and literary knowledge and provide pleasant and sensible recreation.*[4]

Specialists in education design most of the programs, utilizing mainly old folk tales, adventure stories and elementary science books. Selections from children's own writing are frequently included. The common characteristics of these programs is their positive tone and purity of language.

EDUCATIONAL USES OF MEDIA

The use of radio and television for educational purposes is extensive in the People's Republic of China today. Daily 15 minute programs like "Popular Science" and "Pages from History" are quite popular. A 1-hour program "Sunday Radio University" is the longest regular educational broadcast and covers topics from science to philosophy.

In the early 1960's, "Radio and Television Universities" were established in Shenyang and Harbin. These now have 8 8 and 11 thousand students respectively.[5] The students, mostly industrial workers, peasants, and soldiers attend 3 to 6 hours of broadcast lectures a week. The teachers are from the Peking University and Peking Teachers University.

---

[1] Alan Ping-lin Liu. *Communications and National Integration in Communist China.*

[2] Ibid., p. 119.

[3] Fu-wu Hou (Franklin W. Houn). *To Change A Nation*, p. 168.

[4] Ibid., p. 170.

[5] Hugh Howse. *The Use of Radio in China*, p. 63.

In addition, a network of "Television Universities" has been set up in Peking (beginning in 1960), Shanghai, Canton, Tientsin and Harbin. The attendence figures range from 23,000 in Peking to 5,000 in Shanghai. Courses cover mathematics, physics, chemistry and literature and are on the air 8 hours a week. About double that time is spent in individual study. Homework and tests are assigned in correspondence form through the mail.[1]

Both the radio and television universities are designed for people who are otherwise engaged in working full time. Their advantages are the utilization of top instructions on a nation wide basis and the ease of access by a large segment of the population not likely to attend school full time.

In order to serve the various nationalities throughout the country, multilingual programs are the norm. Usually, different frequencies are simultaneously transmitted with the same program being aired in different dialects. In 1955, of the 55 People's stations, 15 aired multilanguage programs with 18 different dialects being spoken.[2]

CHANGES IN PROGRAM CONTENT

The content of radio broadcasting has undergone several changes since 1949. Following the initial establishment of the People's Radio, many articles and discussions appeared in the public press taking up failures and criticisms of radio programming. Harsh critiques such as the following appeared in the *People's Daily* on February 6, 1954:

> *Collective listening, or forcefully feeding people long and dull material obviously does not suit the characteristics of broadcasting. The direction of our broadcasting should be to make the most ideal propaganda medium for every family and individual. If, after a days tension and labor, the mass can turn on their radios and enjoy light and pleasant music, brief news and lectures, and easily comprehensible study lessons, then the masses will be greatly interested in sitting around the radio.*

It appears that following the initial broadcasting years, two distinct periods passed where heavy emphasis was laid on strictly political programs. These were during the Great Leap Forward in the years 1957-59 and during the Great Proletarian Cultural Revolution when Mao's writings and "revolutionary" music were almost exclusively played. Other than during these times, programs reflecting views such as those quoted above, in other words, more varied and educational as well as entertainment programs tok a large place in air time.

During the Cultural Revolution, a political fight between two opposing factions in the CCP, the Mao wing organized campaigns to take control of government radio stations. This was necessary as most of these were under the influence of the Liu Shao-shi wing of the party leadership. Mao's Red Guards physically siezed these "revisionist" transmitters and utilized them to further their side of the struggle. Frederick Yu, in his study *Persuasive Communications During the Cultural Revolution*, commented on the important role of radio during this period when he wrote:

> *It is certainly true that the Maoists made very extensive use of radio during the Cultural Revolution.*[3]

TELEVISION IN CHINA

Although radio remains the major broadcast medium in the People's Republic of China, televison has been developed to a certain degree. Like radio, there are no privately owned or commercial stations allowed. Most sources put the date that television began with the construction of an experimental station in Peking in 1958.[4] By 1959, 5,000 sets had been imported. This figure had grown to 20,000 by 1965 with 12 main and 8 auxiliary/experimental stations in existence.[5] Today, between 30 and 50 stations are in operation in every province except Tibet. The latest figures put the number of receivers at about 300,000, about half privately owned, the rest in schols and public places.[6]

---

1. **World Radio and Television**, UNESCO.
2. Alan Ping-lin Liu. *Communications and National Untegration in Communist China.*
3. Frederick T.C. Yu. *Persuasive Communications During the Cultural Revolution*, pp. 73-87
4. **World Radio and Television**, UNESCO.
5. **People's Daily**, Peking
6. Julian Schuman. *How Television In China is Growing Up*, p.10.

A factor slowing down the development of television, was the insistance of the government that all equipment be made in China itself. Today, 5 or 6 different models of televisions are being produced in several cities and all broadcast equipment is manufactured domestically. The most common models have 9-inch screens and cost about $150. Fourteen and 16-inch models are produced in lesser quantities and cost $200 and $300. All television sets have long and mediumwave radio receivers built-in.[1] A 625-line frame is the standard.[2]

In Peking, two channels are in operation. The first is a black and white channel on the air three hours daily, the norm for stations around the country. The second is a new color channel, begun in May 1973, which is on the air 4 nights a week for three hours. Experimental development of large screen color transmission is being conducted and a few areas around the capitol are in operation already. This medium consists of a receiving unit which projects the images onto a large area screen for group viewing.[3]

Further spread of color television will wait until China can produce her own color receivers. Currently, they must still be imported.

Daily television broadcasts begin at 7 p.m. with the news. International footage comes from the 20 camera teams China has stationed in other countries or is provided by foreign news services having exchange agreements with China.

A children's program usually follows the news. Often animated films are shown, averaging a little under an hour long. Shadow puppets are also popular with children. Sport events are increasingly coming into favor and television coverage features play-by-play reports of both traditional Chinese sports as well as new games like ice hockey.

Documentaries, 30- to 45-minutes long, appear regularly. Most deal with domestic topics like the overcoming of obstacles in the construction of the economy, etc. Visits by foreign dignitaries usually receive coverage. Feature films are part of the television fare in China also. Many are foreign films from Vietnam, Korea, Romania, or Albania and are dubbed in Chinese.[4]

While only 16 years old, Chinese television has already established itself as an important means of education and communication for city dwellers. With the further expansion of the electronics industry, we can expect a broader penetration of television into the country as a whole. As a consequence of the recent thaw in relations between China and other countries, it is probable that exchanges of television programs will increase as well.

INTERNATIONAL BROADCASTING

In the area of international broadcasting, China today ranks third in the number of hours transmitted weekly to foreign countries. While today radio comprises the bulk of these broadcasts, the use of television is a possibility in the future.

Overseas broadcasts began in 1950 with programs beamed irregularly at Taiwan. By 1952, program time expanded to 4 hours per day, with material in 5 dialects.[5] Transmission to areas besides Taiwan began in 1956 – between 17 and 21 hours weekly to Burma, Indonesia, Japan, Thailand, and Vietnam were aired. At the end of that year, Cambodia, Laos, the Near and Middle East, and Europe were added bring program time to over 45 hours a week. This had further grown to 380 hours weekly of international transmissions by 1959, not including Taiwan. Approximately 180 hours of this was aimed at South and Southwest Asia and the Pacific area and another 80 hours to Chinese living in foreign countries.[6]

Today the total international radio broadcasting from Radio Peking and the People's Liberation Armys' Fukien Front Broadcasting Station is over 732 hours each week and reaches virtually every country on earth in over 30 languages.[7] The majority is still

1. Julian Schuman. *How Television In China is Growing Up*, p. 10.
2. TV Factbook, **International TV Directory**, p. 1066B.
3. Julian Schuman. *How Television In China is Growing Up*,.
4. Ibid.
5. Hugh Howse. *The Role of Mass Media in China*, pp. 67-68.
6. Ibid.
7. Ibid.

aimed at the Pacific Asian nations, but an ever increasing amount goes to Africa,

The People's Republic of China is a member of the International Broadcasting Organization (OIR), a group founded in The People's Republic of China is a member of the International Broadcasting Organization (OIR), a group founded in 1946. A split took place within the body in 1949 and a section of its membership formed the European Broadcasting Union, the rest remaining in the OIR. In 1959, the OIR had 20 affiliated European and Asian workers' states and the Bulgaria, Czechoslovakia, East Germany (GDR), Poland, Albania, Romania, and the U.S.S.R. For the year 1956, early in the development of international exchanges by China, the People's Republic received 30 hours of programs from these countries and sent out a total of 120 hours.[1]

One of the most promising developments for international broadcasting from China is the recent announcement of their intention to launch a communications satellite.[2] While the major use of this satellite, the third to be launched by China, will be for domestic ccommunication purposes, an additional aspect is reported to be its international television potential.

Besides her own satellite efforts, since 1971 China has constructed 2 ground relay stations to make use of already orbiting satelites. These stations have already been used for limited "live" coverage of important international diplomatic events in China.

A FEW CONCLUSIONS

In most underdeveloped countries, the mass media is concentrated in a few "westernized" cities. The content usually is aimed at reaching and entertaining a few educated persons, the intellegentsia, and selling some products. The government of the People's Republic of China has made their major efforts in the broadcasting field the overcoming of this common malformation. Radio had brought the government to the masses of rural people and, to a certain degree, has brought the peasantry to the government. Broadcasting has made easier the integration of many widely different cultures and people in one nation. This seems to have been approached with a high degree of sensitivity toward minority peoples, languages, and cultures.

While we can conclude that radio and television have helped overcome regionalism, solve the language problems and bring education to millions of people, we know that the media cannot solve social problems by themselves. They can only be tools, playing a certain role in this process.

The Deputy Director of the Broadcasting Research Institute in Peking evaluated the role that broadcasting has played in this process in the People's Republic of China in the following way:

> *The greatest success of the mass media has been the renewal of Chinese national consciousness and a revitalization of the whole nation. Through the mass media, the whole population was mobilized in a manner never before possible.*[3]

This statement reflects the importance placed in broadcasting by the Chinese government, and explains the widespread development of radio which has already taken place. It is very likely that television will follow this rapid growth and further increase the effectiveness of the media in China.

---

1. George A. Codding, Jr. pp. 46-47, 68-69 (for all information cited in para.).
2. Craig Covault. *China to Launch SATCOM in 'Near Future'*. Nov. 27, 1972.
3. Hugh Howse. *The Role of Mass Media in China.*

THE MULTINATIONAL CONCEPT

Noreene Khanna
Stanford University – Palo Alto

We have the technology to set up a worldwide system of communications which would connect even the smallest villages in the most remote parts of the world. But we haven't been able to implement that system of international broadcasting because of what appear to be almost insuperable political problems. We haven't yet settled the problem of how to deal with an international electronic message which happens to operate in a world divided by national boundaries.

We recognize at least two of the dangers which have resulted from the existence of nations and the fact that they are unequally powerful and wealthy: First, the rich nations, by controlling most of the world's resources – especially the communication resources – grow and accumulate faster while the poor countries fall further and further behind. And secondly, because of such uneven control over the resources, large masses of humanity are powerless in the struggle to retain their own identity in the face of the onrushing culture, which is called "western", "industrial", "capitalist", etc. It must be recognized that as far as cultures are concerned, the mass media have functioned to reduce the distinctions – as cultural homogenizers.

But while these concerns have been discussed with regard to relations between nations, they have rarely been applied to the conditions within nations. In our policy statements we have been treating nations as if they were homogeneous units rather than loosely united mixtures of classes, races, religions, and languages as are many countries of the world – especially in Africa and Asia. At a recent satellite conference it was stated that:

> *[There is now] a strong political feeling that we should control the media better so that they reflect more the national culture.*[1]

Rather than pushing our purely american oriented programming content on other countries we should recognize their need to show their national culture. But what is the national culture? Is there only one in each country? Can we relax then, when we know for example, that Canada is broadcasting Canadian national culture rather than American culture to its viewers and listeners?

By limiting our concern to international cultural domination we overlook the internal structures of domination and conflicting forces within the country. And if we overlook those we are only further reinforcing the role of the mass media as cultural homogenizers. There are those who claim that the real problem lies not in the boundaries between the states, but within them[2] since that is where the lines of social class, sex, and race are most clearly drawn. That is to say that maybe by stressing the vertical division of people between nations as we do for legal purposes and for international communication policy purposes – we are obscuring the problems caused by the horizontal divisions between classes, races, and sexes. In any case, the two forms of stratification are closely related.

So what I am saying is that we now know that not all countries of the world wish to evolve toward the internationally dominant culture of "Peyton Place" and "The Streets of San Francisco". And similarly, many national minorities prefer not to be assimilated into the mainstream culture of the national political state. This we see happening all around us from Canada to India. And this includes of course, the fact that women are less and less willing to accept the dominant male culture as their own.

ANALYSIS OF THE PROBLEM

The analysis of the problem is very difficult since there are well recognized benefits as well as drawbacks to the issue of national integration or nation building as its often called. Nation building is essential to modernization because it seems to be the most effective way to mobilize the population for change. Without some degree of unification a nation cannot achieve its broad goals of a rising standard of living, a more orderly political process, greater social justice, and less dependence in the international context. And aside from these practical reasons, the drive toward national integration is morally desireable, the unification of humans and the development of larger and larger collective identities is a worthwhile goal. But it is important to determine whether a truly integrated society can only be had by wiping out the differences between us. I would suggest that it is not the only road toward integration, but not even the best way. The integration drive in most countries has met with less than success; the identities of the various cultural minorities have been seriously damaged.

---

[1] Emile G. McAnany, *"Impact of Mass Communications on Social and Cultural Systems: Some Reflections on the International Flow of Information,"* a paper for the Conference on Television and Satellites, p. 16.

[2] **Kaarle Nordenstreng and Tapio Varis, *"The Nonhomogeneity of the National State and the International Flow of Communication,"* p. 393.**

Almost all countries with distinct cultural minority populations have chosen to deal with them in much the same way as the United States has traditionally dealt with its minority groups – assimilation. And for much the same reasons as we have acted – general fear of diversity, the Cold War mentality which feared dual loyalties, and the desire for greater social control of the population and less risk of rebellion.

In India, for example, the government's drive to promote the national culture has caused much resentment toward the government and the nation as a whole. Riots and strikes have rocked the country periodically since the time of independence. A threat to the cultural identity of individuals is often seen as a real threat to their self-identity and well being. The culturally deprived person may become alienated and incapable of normal human development. And it should be added that the society as a whole suffers the loss of the individuality and creativity of the minority groups -- a great loss as we are now beginning to realize.

So when we hear that for countries divided by tribes, races, languages, and religions a . . .

> *single system of mass communications providing a common shared experience to the entire population can perform an important role in making credible the oneness of the territory . . .*[1]

as UNESCO advisers have claimed -- we are hearing only part of the story.

And the same holds true for the fact that there is ever increasing centralization of the media. The trend with each additional new means of communication is toward larger and larger audiences, and it seems that that trend is inevitable. The media of radio and television and especially the satellite are too expensive to be used on a small scale. Their unit cost drops sharply if they are used as they are meant to be – as mass media. What this means is that the message is becoming more and more centralized in order to make the system work more efficiently. The use of satellites only reinforces all the tendencies we have listed: uneven control over the world communication resources, a centralized and one way message system, and greater social control over the minority groups.

In the field of education, proponents of the new media claim that their use will aid in the upgrading of the quality of the educational system since the best teaching facilities can be shared over widespread populations. These new media – and especially when the satellite is used for educational purposes – require the centralization of content and training. So the trend is likely to continue simply because it is inevitable, given the workings of our present economic system and because that the best facilities can be spread further, cheaper, and faster.

In one UNESCO report, someone even proposed that the production of educational material be done at the continent-wide level.[2] While accepting the benefits of such centralization, we must imagine the negative effects. We don't have to strain our imaginations very hard since that is basically the situation in this country – continent wide message control. In a report on educational television for the Ford Foundation it was mentioned that thought control

---

1. See Wilbur Schramm, *Mass Media and National Development*, p. 44.
2. V. Sarabhai, et.al. *Application of Science and Technology to Development*, p. 23.

is a principle danger of a centrally managed system of education which uses television to carry the main load of instruction since a uniform message can be beamed at all children and adults.[1] It went on to ask if the recent trend in a number of the underdeveloped countries to use educational television is not motivated by similar considerations of social control. When the media is used – whether purposefully or unwittingly – to wipe out cultural distinctions while at the same time reinforcing the class distinctions, we should reexamine our policies. We must continue to ask:

1. To what ends does the government choose to follow a policy of integration.
2. What do the people at all levels of society gain or lose from the government's particular policies of integration.
3. What are the tools used to enact those policies.

WHAT CAN BE DONE?

We have seen how the mass media can contribute to the process of cultural destruction; now we ask how they can contribute positively to the healthy growth and development of that culture. Or what are the positive influences of broadcasting in this issue?

In this matter it is difficult to propose real alternatives; the movement toward cultural domination is very strong and is supported by very powerful interests. Most solutions which call for the relinquishing of power or resources seem impractical or naive. The only hope is for us to continue working with whatever alternatives are open.

It is imperative that policy planners continually remind themselves of the dangers of the centralized message. And that they recognize the desireability of the diversity of cultures. Nation-building through the mass media should be accepted only under the following two conditions:

1. On the national media the content must be altered to give status to the outlooks, values, and ways of life of all groups within the society.
2. A deliberate policy of promotion of the local media is undertaken.

There are several examples of local media projects to choose from with varying degrees of government control and real community participation. I'd like to end by briefly describing a project in Canada which has been studied in depth by a colleague at Stanford.[2]

In 1972 and 1973, community radio stations were set up to serve the needs of several small Eskimo settlements in the Northwest Territory of Canada, under the direction of the Canadian Broadcasting Corporation (CBC). The first studies of the proposal showed that there were no trained personnel to operate the stations so no licenses could even be applied for. And since the objective was to set up truly useful community stations which did more than play records and make announcements, they would have to provide some rather extensive training in news gathering and public affairs programming. When these steps were completed and the licenses obtained the stations began operating on a 4-hour per day schedule. The schedule combines local news, local features, recorded music, and taped material from the CBC. Some of these local features include religious programs in various denominations, programs about social services, and special features about the schools and elections. The amount of programming done in the local languages is impressive. If one leaves out the music, more than 80% of the verbal communication is in Eskimo dialects. And about 90% of all the programming was made locally.

How well does the station serve the community? It is still a little early to tell. The results of a survey in one of the towns showed that most of the people listened to the station nearly all the time it broadcasts. And a sizeable number of people in the community have already participated in the making or broadcasting of program content. The station seems to have increased the Eskimo listeners' awareness of the activities and events going on in the community and in the whole Northern region. It has replaced interpersonal communication as the chief source of information about local activities. The non-Eskimos in the area who have been the newspaper readers still get their news from the papers, whereas now the Eskimo could learn nearly as much from the radio. The information gap may be closing.

---

[1] Robert Arnove. *Educational Television: A Policy Critique and Guide for the Developing Countries*, p. 85.

[2] Heather Hudson. Ph.D. Dissertation.

The main result of these community stations is that people are communicating more with each other and with neighboring settlements in their own language and about their own problems and interests. One may predict that they, like the French and other Canadian minority cultures, will in the long run be drawn into the mainstream national culture. If that happens – and certainly there are benefits to be gained from the nation – maybe they will be more able to determine the conditions under which they integrate. As it is now, these Eskimo communities have the choice of whether to expose themselves to national programming or their own programs. Broadcasting has served as at least a temporary means for cultural self-preservation.

Of course, the Eskimo radio stations were set up and funded by the CBC. And this point is important because it means that this case might not furnish a workable solution for other groups in other countries. A government can use funding, licensing, training, legal restrictions, and various other controls to inhibit the growth of community broadcasting. It seems then, that only to the extent that the government accepts the rights of all people to information and to the perpetuation of their own cultures that such positive influences of broadcasting may succeed.

AN APPRAISAL OF HARRISON SALISBURY

– TO PEKING . . . AND BEYOND

Reverend Richard N. Isaacs
San Francisco State University

In the two years since President Nixon's visit officially opened mainland China to the United States, what have we learned of the mysterious giant? For the most part the media have focused on acupuncture, the ancient Chinese art (and science) of healing through the insertion of needles at specific points on the body. This is understandable, for the unusual always makes better copy than more general information, even when the latter has been suppressed or inaccessible for years.

With the publication of *To Peking – And Beyond*, Pulitzer Prize winner Harrison Salisbury has brought to light much of this information so essential to our understanding of the world's most populous nation. Salisbury, for many years the *New York Times'* Moscow correspondent, was one of the first Americans to suspect a Sino–Soviet split in the mid-fifties. His background enables him to effectively probe and support that which is presented in the book.

Of prime importance to today's China was the "Cultural Revolution". It began with the publication of a play in Peking which told of an honest public servant's dismissal from office by a tyrannical emperor. Written by Peking's Vice Mayor in late 1965, the play was purportedly an historical tale of the Ching Dynasty. Its true intent, however, was to attack (by comparison) Chairman Mao for his dismissal of a defense minister in 1959.

Mao, whose base of power had shifted to Shanghai, attempted to generate a political discussion of the play but was met with opposition in Peking. Students began to take sides and the universities were plunged into a chaos not unlike that of America's campuses in the late sixties.

From this confusion came the "Red Guards", a student organization whose original aim was a re-examination of the educational process. As large numbers of young Chinese took to the road to spread their objectives, the movement gained a broader social and political concern. Ultimately, the workers were caught up in the whole affair and industry slowed while heated discussions and confrontations took place everywhere.

Salisbury is quick to point out that it was a real revolution. Fighting broke out in many areas and people were killed.

What did the revolution accomplish? Aside from serving Chairman Mao in redistributing power and removing opponents from office, the educational system was overhauled. The universities were closed for several years and the students and faculty alike were sent to "May Seventh" schools to work with their hands in the interim. These schools were set up through orders from Chairman Mao, whose intent was to reacquaint intellectuals with the physical labor oriented lives of peasants.

The program was found to be of such value in giving all types of workers a sense of unity of purpose that even now periodic breaks are scheduled in the school year for students and faculty to return to the fields.

Another general result of the Cultural Revolution has been a preoccupation with the political implications of that which is taught in the schools. The Chinese classics, for example, have always been dealt with as literary works, but now the moral and political messages are emphasized for discussion.

Politics and culture in China are often indistinguishable. Singing, dancing, and other arts are almost entirely politically oriented – in sharp contrast to most of the world's cultures. Although the idea of entertainment is still involved, the moral, political, and educational aspects are ever present. On one visit to a May Seventh school, Salisbury told of a musical revue presented by the students with song titles like "Chairman Mao Has Sent Us Revolutionary Seed", and "Happy Is He Who Drives The Night Soil Cart".[1]

With regard to the morality of the Chinese, one is tempted to draw comparisons to the Puritans. In one of the book's most revealing chapters, "A Bull Session", a group of young students voiced their opinions on sex, drugs, and rock and roll music. Their deep dedication to the revolution and their country left little room for these things.

Late marriages are encouraged, and public display of affection, regardless of marital status, is frowned upon. Handholding among the young is considered an indication of a very serious relationship, one on the verge of marriage. Drug problems were completely foreign to the Chinese, and they expressed bewilderment at the United States' situation. When discussing rock and roll it was obvious that they were violently opposed to any part of culture unrelated to education and revolution. Additionally, rock music had become associated with the Russians through the Soviet radio broadcasts. This meant that, whatever its content, it could only be despised.

Salisbury felt their generation was:

> *. . . pathetically naive, often dangerously chauvinistic, intellectually incurious, and uninformed almost to the point of illiteracy about matters that did not closely relate to their lives and their country's interests.*[2]

Despite such an indictment, these same tendencies are probably responsible for China's remarkable internal progress regarding living conditions.

The picture painted of prerevolution China is one of dirty streets and disease ridden masses. Salisbury reports a completely opposite view today. City streets are spotless and the people, even peasants and poor city dwellers, appear healthy and not malnourished. Beggars are in short supply if not nonexistent. The flies and foul smells once characteristic of a Chinese city have been virtually eliminated, the former through massive use of DDT.

China has yet to undergo any significant environmental self examination, although industrial pollution in many areas rivals the worst in America and Europe. One reason for this is the emphasis placed on rapid development of industry.

Back in the 1950's, when the Russians and Chinese were on better terms, it was massive Soviet aid that started China on the road to becoming an industrial nation. Money and advisors poured in and projects like the iron and steel company outside the city of Wuhan began to take shape. Salisbury learned of that period from the company's deputy director.

The Chinese and their Soviet advisors worked together, modifying all-Russian plans to better fit Chinese conditions and economic needs. The U.S.S.R. was providing nearly all of the machinery and materials, and when their support was suddenly withdrawn in 1960, the Chinese were left with a great number of half completed projects.

After the shock wore off, they applied themselves to the task of completing the construction on their own. Some of the Russian equipment proved faulty, so the Chinese had to rework, redesign, or completely scrap certain items and start from scratch. Production is only now reaching optimum output levels, but the recovery is nonetheless remarkable. It speaks well of the Chinese people's perseverance and dedication to their country.

To the casual observer, life in China may yet seem primitive when compared to Russia and America, but the strides taken in the past 25 years lend powerful credence to Salisbury's belief that the future of the world lies with China.

---

1. Harrison Salisbury, *To Peking . . . And Beyond*, p. 68.
2. Ibid., p. 139.

INSIDE CHINA

Dr. Eugene Bertermann
Far East Broadcasting Company
Whittier, California 90608

Because of the limitations of time, I'm going to compress the presentation so that we can quickly get into the slides which take us to Mainland China.

The Far East Broadcasting Company covers basically the Pacific Basin, that is the entire area which is the special area of interest of this conference. There have been great developments in this last year, and I'll summarize them very briefly before we turn to the pictures. One is in the area of radio station KGEI, right here in greater San Francisco, Redwood City, and Belmont. The Federal Communication Commission of the United States Government has unfrozen the freeze on international shortwave broadcast after about eleven years, so that all of a sudden there came tumbling out of the hopper the various requests that we had addressed to them over the years.

We now, as a result, are broadcasting 14 hours daily down to Latin America, and have had, in addition, been granted the reactivation of our Orient beam, so that we're broadcasting now 10 hours daily over to the Orient. Our little staff there has had to scramble so as to fill all of the broadcasting appropriately, and yet we're going forward very nicely. The 250 kw transmitter, which has been in readiness for some time, is now in the final stages of preparation, and if everything goes well, we will be broadcasting with 250,000 watts of power beginning May 5th.

The second great development is that of the inauguration of our new radio station KLDA in Cheju, Korea. At the southern tip of the Korean peninsula is a little island 30 miles long and 18 miles wide called Cheju Island. We there have inaugurated our station, dedicating it on July 4th – appropriately for Americans. Our new radio station is 250,000 watts, on the standard band, 1570 kilocycles. The antenna array is able to be tuned or turned in three directions: westward into mainland China; northward into Russia (and Korea itself); and eastward into Japan. The initial mail response is very encouraging. We were in Tokyo and on the street in front of the Overseas Press Club, and with a little ten dollar transistor radio, we were able to pull in the KLDA signal, a distance of some 1,200 miles, just as clearly as any 50,000 watt station right in Tokyo itself. We had it on all the way to Hanada Airport, and were able to tune it in very beautifully. This powerful radio station, of course, has as its primary target the mainland of China. We're broadcasting daily in Mandarin approximately 4½ hours spread over the day. The total hours of transmission currently is 10½ hours daily. Shortly we'll be, if all goes well and we maintain enough electricity, broadcasting 24 hours a day, principally into mainland China.

Another great development that is immediately before us, is the erection of a new 250,000 watt station at Ibay in Zambales, North Luzon, in the Philippines. It may be recalled that we own and operate 16 stations in the Philipinnes, in three different services:

- Domestic service for the Philippines as an entity
- International service from Bocaue
- Seven provincial stations in the various provincial capitals

The reason for the provincial stations is that here we have an opportunity, using the provincial languages, to carry forward in far greater diversity than would be possible if we were simply to have only the domestic service from Caroatan and Valenzuela. The big new 250,000 watt station will be broadcasting on 1470 kilocycles in the standard broadcast band and directed principally to mainland China and Southeast Asia. Also with this station we will have a powerful new service available for the entire Southeast Asia area.

Another area of our operations is on the Seychelles Islands in the Indian Ocean, about 1,000 miles off the coast of East Africa, near Mombasa. This is a broadcast service principally into the Middle East and India. We had a very enlightening presentation a few moments ago relative to India, and you can realize the necessity for additional broadcast opportunities to this vast subcontinent with 550 million people.

We have before us . . . and I'd like to leave this as a little challenge – to all of us . . . a tremendous opportunity for additional broadcast work. This was apparent in the very fine presentation relative to Malaysia and India, and which I'm sure will ring through all of the other presentations. A commissioner of the FCC, H. Rex Lee, has written:

> *The vast potential of radio, television, film, computers, and communication satellites, for helping solve our problems, lies largely untapped. Never before has man had so many tools and methods for improving the quality of life, and yet he refuses fully to utilize them.*

Marshall McCluhan wrote:

> *We are today as far into the electronic age as the Elizabethans had advanced into the typographic and menchanical age. And we're experiencing the same confusion and indecisions which they had felt when living simultaneously in two contrasting forms of society and experience.*

The late Brigadier General Sarnoff, Chairman of the Board of RCA, stated:

> *Developments are too radical in their nature, and the pace at which they come is too swift for the past to serve as any effective prelude to the communicating future. We must look for entirely new procedures attuned to the realities of the space age.*

We have before us, therefore, in this conference as well as in all of the opportunities that are available to us in our specific areas of broadcasting, marvelous new opportunities for the future. I would look to the conference to highlight from year to year in the presentations that are made here, as they bring before us, with ever greater clarity and intensity, and into even sharper focus, the great opportunities and challenges of broadcasting to the Pacific area.

INSIDE CHINA – FILM PRESENTATION
SCRIPT & SLIDE DESCRIPTION FOLLOWS:

INSIDE CHINA
COLOR SLIDES WITH SOUND TRACK

119 VIEWS **18 MINUTES**

INSIDE CHINA – an unusual set of color slides with sound track narration is presented by the Far East Broadcasting Company. This widely based Christian radio mission (now in its 28th year) uses 23 transmitters to reach 100 countries with *Truth* and *Hope* in 63 languages. Listeners from around the world write up to 22,000 letters monthly.

> **Mainland China** . . . its target of emphasis at the present time, has 800 million oppressed people. Talented Christian Chinese are trained to use FEBC's giant facilities in Hong Kong, Manila, San Francisco (shortwave) and Cheju, South Korea (mediumwave or AM) to cover every square mile of Red China daily.
>
> Refugees reaching freedom report great blessing from these broadcasts of the gospel. Now you can see **Inside China** for yourself – even the actual closed church structures now used for purposes more suited to the atheistic Marxist cause: Don't fail to catch the sensation communicated in the showing by our friend who was permitted behind the "bamboo curtain" for a few days . . . especially his delight upon tuning a radio to an FEBC broadcast penetrating the "curtain" and hearing gospel hymns loud and clear . . . **Inside China!**

This presentation is available in either a slide/sound tape combination or a film strip/cassette combination. The running time is approximately 18 minutes and containes 119 different slides.

To schedule this program
PLEASE CONTACT –

FILM DEPARTMENT
FAR EAST BROADCASTING COMPANY
POST OFFICE BOX 1
WHITTIER, CALIFORNIA 90608

TELEPHONE: (213) 698-8077

The narration script and a short description of each slide follows:

INSIDE CHINA

COLOR SLIDES WITH SOUND TRACK

119 VIEWS 18 MINUTES

NO.	PICTURE	NARRATION
1.	BOWMAN SEATED	I'm Bob Bowman, President of the Far East Broadcasting Company. For nearly 25 years...
2.	BOWMAN AT MAP	the borders to the People's Republic of China have been firmly barred.
3.	VIEW AT BORDER	The closest view most westerners have had of the "bamboo curtain" has been from this vantage point in Hong Kong's New Territories overlooking China.
4.	CHINESE CROWD	For more than twenty years the Far East Broadcasting Company has been broadcasting by *"faith"* into the world's most populous nation.
5.	PHILIPPINE STATION	FEBC first began broadcasting to China by shortwave in 1949. Our 50,000 watt transmitters beamed on the middle kingdom are located in the Philippines.
6.	OKINAWA INSTALLATION	In 1960 we put into operation on Okinawa our 100,000 watt mediumwave station, KSBU, beamed on Shanghai.
7.	OPEN DOOR BOOKLETS	But in 1971, knowing the door would close to us on Okinawa, the Lord began to open the door to new broadcast opportunities.
8.	NEW SITE ON CHEJU	The fulfillment of that open door to China came on June 30, 1973, when to the glory of...
9.	FEEDER LINES CHEJU	God, I and other members of our staff dedicated our mighty 250 thousand watt mediumwave...
10.	250,000 WATT TRANSMITTER	transmitter on the small island of Cheju, South Korea in the Yellow Sea.
11.	SOLDIERS RELAXED	In these days of relaxed tension between the western world and communist China *we are not* ...
12.	CHINA MAP	slackening our interest in 800 million precious people. I mentioned that our ministry was one of *faith.*
13.	CHINESE BORDER	And so it has been. Although we've had a number of letters over the years from China ...
14.	CITY SCENE HONG KONG	and although we've been able to talk with refugees from China in Hong Kong, we've ...
15.	CHINESE FACES	never been able to take a first hand look at China itself – FEBC's largest target audience.
16.	SHANGHAI STREET	But all that has changed. Just recently a friend of FEBC was able to visit Red China. It is with excitement that I share with you...
17.	INSIDE CHINA [music up]	these exclusive pictures and his eyewitness report from **Inside China.**
18.	PICTURE	The first thing that I saw in China, after crossing the border from Hong Kong, was this picture of an 80 year old man -- Mao Tse-Tung.
19.	WALL SIGN	The second piece of scenery of note was this wall plaque conspicuously posted on the wall of this combination immigration customs office and railway station – it admonished the people of the world to unite against western agressors. I suddenly realized they were talking about me
20.	TRAINS	Several cups of tea and as many inspections later, I boarded this "show" train for the trip to ...
21.	BUILDINGS	Canton – the southernmost city of the mainland.
22.	CANTON STREET	The streets of Canton weren't exactly crowded, nor were the people hurried.
23.	PEOPLE ON BENCH	Canton has always been known as the bourgeois city of China, and less affected by Maoism than any other major area on the mainland.
24.	TWO MEN	The dictates of Mao to work hard (the laborers are few and the rice supply is short) isn't
25.	MAN SLEEPING [music up]	always greeted in Canton with the kind of enthusiasm you'd find in Peking.
26.	TEETOR-BOARD	We weren't there long till we began to run into the children of Canton, where we found they were much like those in other parts of the world
27.	MERRY-GO-ROUND	still untained and beautifully innocent,
28.	PING PONG	as they play their games ... ping pong included.
29.	TWO WOMEN	The women in China do the same work as their male counterparts.
30.	PLOW	Their equipment is not an electric dishwasher, but a plow which is used for planting rice
31.	GRAIN MACHINE	or this hand turned winnowing machine which is used to harvest the rice.
32.	BAGS OF RICE	And then that same rice is shipped from the commune to the markets abroad, marked by the sweat of men and women alike.

NO.	PICTURE	NARRATION
33.	FIELD WORKERS	Only when the crop is in do they stop for a "rice break"
34.	MAN IN RICE FIELD	and then, another season — another crop. Chairman Mao has told the people that . . .
35.	GREEN TRACTOR	*agriculture must be more mechanized* . . . and so 8 thousand of these walking tractors are produced every six months.
36.	RED TRACTOR	With some 400 of these larger tractors being built on an experimental basis, we were told that when this new factory is . . .
37.	FACTORY CONSTRUCTION	completed it will turn out 5,000 tractors each year — still only a handful when you consider the size of the country.
38.	ROWS OF MACHINES	There is also some heavier equipment being manufactured in China — some of which we saw on display at the International Canton Trade Fair.
39.	DUMP TRUCK [music up]	Included in this display were 32-ton trucks. However, in my 5,000 miles of travel throughout China I did not see any such vehicles being used.
40.	SHIP AT DOCKS	From Canton we traveled north to Shaghai — the city known for its great port facilities.
41.	TRUCK LOADING	It is here the outside world visits China everyday, with 600 freighters a year tying up from many nations around the world.
42.	CARGO ON DOCKS	They unload their wares and then they pick up such things as pickled turnips,
43.	BAGS OF RICE	rice, and many other products for the worlds' markets.
44.	ALLEY WAY	One cannot go to China without being invited to visit a commune (some set aside just for such a purpose), this alley way opened
45.	BRICK HOME	onto a larger complex which housed 105 families.
46.	HOUSE INTERIOR	I was ushered into this home for a brief explanation of the workings of the communes and watched over by the Chairman himself.
47.	A PIG AND CHICKEN	Outside I was met by some of the pets that will soon find their way to various commune tables.
48.	FACTORY	The people living here worked in commune cement factories,
49.	SHOE BENCH	plastic shoe factories,
50.	SHOP	or in the communes' maintenance shop. Some work on the railroad and may use this unique . . .
51.	RAILROAD [music up]	rock pusher – the belt attached to the fork whips back-and-forth pulling a fork load of rocks closer to the tracks at it inches its way along.
52.	GROUP OF CHILDREN	As in Canton, Shanghai has their children rehearsed and ready to entertain us foreigners
53.	CHILDREN SINGING	with political songs telling of the "miracle" of Mao. The Junior Pioneers proudly wore their little red
54.	RED SCARVES [music up]	scarves which indicated they were only one step from being full fledged members of the "Red Guard".
55.	STUDENTS CLAPPING	We visited a classroom and were given a standing ovation. This school teaches the new "second" language of China — English. These ninth grade students read for us some simple English. I looked at one of the books and
56.	STUDENTS SEATED [music up]	saw the graphics were anti-American propaganda (which they did not read). I asked for a copy but they said no extra copies were available — and we were ushered on our way while the students applauded.
57.	PEKING BUILDING [music up]	From Shanghai we went to the capital city of China — the heart of Maoism — Peking, and were greeted at the airport by a rather imposing picture . . .
58.	AIRPORT PORTRAIT	of that 80 year old man again — who, this time, was surrounded by one of the only neon signs I saw in China.
59.	HOTEL	We had a night's rest in the Russian built Friendship Hotel — its' several thousand rooms are set aside for foreign "friends" (Russians not included).
60.	TIEN AN MIEN SQUARE	One of our first stops in Peking was Tien An Mien Square.
61.	COLORFUL CROWDS	I recalled seeing this picture when over 1 million people had gathered for a May Day celebration,
62.	GREAT HALL	but today only small groups of children were to be seen — these just returning from a visit to the Great Hall of The People (seen in the background). This is where President Nixon dined.
63.	CHILDREN	Another group of children had gathered to . . .
64.	WREATHES	lay these wreathes at the base of the Monument of The People's Heroes.

NO.	PICTURE	NARRATION
65.	MONUMENT WALL [music up]	We were then led past this visual presentation of the triumphs of Mao Tse-Tung,
66.	RED BUILDING	and then to the Gate of Heavenly Peace and the entrance to the Forbidden City.
67.	CHILDREN WALKING	Once "off limits" to everyone except the elite – it is now open to everyone, the children
68.	ADULTS WALKING	and the peasants make their way into the Inner Court,
69.	THRONE VIEW	and then inside where they are shown how the Manchu emperors and the court spent the peasants' money.
70.	THE SUMMER PALACE	Several hours away from the no longer *"Forbidden"* City is the emperors' old Summer Palace – with the Pavillion of The Fragrance of Buddha overlooking what was once a spectacular sight
71.	THE MARBLE BOAT	including the Marble Boat, which according to our guide, was built with money intended to build a Chinese navy.
72.	FIVE GIRLS	As in the other cities, there were children – but this is Peking, the "seat of power" – and there are fewer smiles...
73.	RED ARM BANDS [music up]	and there are those who proudly display the badge of the "heirs apparent" to China's future .... the Red Guard.
74.	COWS	On the way from the Summer Palace we visited another commune. This one dedicated to the raising of cattle and the supplying of milk for the masses,
75.	ICE CREAM	as well as the necessary ingredients for the 800 tons of ice cream that this plant produces annually.
76.	POPSICLES	And if you don't like ice cream there are popsicles – 180 million popsicles a year are hand wrapped here in this factory,
77.	CANNING PORK [music up]	while down the street others work to supply 9,000 tons of food, mostly pork.
78.	DENTIST	The advancement of the practice of medicine in China is noteworthy, such as this dental office serving a commune, with modern equipment.
79.	HERB STICKS	A short distance away traditional Chinese herbs dry in preparation for distribution to stores throughout the mainland and to many other parts of the world.
80.	A LADY WITH CHART	But by far the most popular form of medicine in China is Acupuncture – an art this lady has been practicing for eight years (and that's how she learned it – by practicing) on other people.
81.	OPERATION	On a more sophisticated level – I watched this operation performed under Acupuncture anesthesia.
82.	SIX DOCTORS AND A PATIENT	I actually conversed with this patient, who was alert during the entire operation, as the doctors worked to remove the lower part of his stomach.
83.	A SOLDIER IN A CHAIR	This man from the People's Liberation Army (like soldiers everywhere) had to have a tonsilectomy.
84.	TONSIL OPERATION	Four needles were stuck into his face and hands . . . and with no other anesthesia the doctor removed his tonsils.
85.	THE SOLDIER IN A WARD [music up]	I visited him in the ward a few minutes after the surgery . . . he drank a glass of milk and prepared to return to his barracks and go back to work.
86.	A PATIENT IN BED	Acupuncture is also used to treat nonoperable ailments.
87.	ACUPUNCTURE NEEDLES	At times the needles are attached to battery operated stimulators. Other times the patients get it "in the neck".
88.	OLD MEN	Outside the hospitals people seem to do all they can to avoid medical treatment. Everywhere you go,
89.	YOUTHS	in the morning hundreds take to the streets to do their
90.	TWO IN BLUE [music up]	daily exercises . . . both young and old.
91.	THE GREAT WALL	No one should ever leave China without seeing the Great Wall!
92.	THE WALL (CLOSE-UP)	Built in 200 B.C. and stretching 1,500 miles (the distance from New York City to Omaha), it is just what they say it is . . . a big wall
93.	GRAFFITI CARVINGS [music up]	and like the New York subway, it doesn't escape the art of graffiti . . . this on behalf of the North Vietnamese government.
94.	POSTER MURAL	As a journalist, one aspect of China that most moved me (with some apprehension) was the ever present
95.	FOUR MEN IN BROWN	multimedia approach to propaganda. Seemingly, in China no wall is immune. Everywhere one turns there are posters admonishing

NO.	PICTURE	NARRATION
96.	A SIGN AND LADDERS	the people to unite, that we are all one under Mao ... regardless of our color.
97.	MILITANT GROUP SIGN	Aggressors have to be defeated wherever they may be.
98.	CHILDREN IN A ROW [Chinese gong up]	And painfully, the young are set aside for very special attention,
99.	TWO YOUTHS	whether it be this revolutionary stage play,
100.	CHILD DANCERS [music up]	or singers performing to the song *"I Love Mao"*.
101.	RADIO/T.V. BUILDING [music up]	and for those who cannot be reached in this way there is Radio Peking, or what is called "The Lips of Mao." Broadcasting not only to China, but around the world.
102.	CHURCH BUILDING	Not only being a journalist, but more important a Christian, I was interested in finding out about the Church in China, and this vacant edifice in Peking gave me precious few clues...
103.	CURVED FRONT	and even less where to be found in this church in Shanghai. Unused, it is reportedly the once famous Moore Memorial Church whose walls once resounded to great hymns and messages.
104.	NARROW CHURCH	In the city of Canton the building was there, the people were not...
105.	CATHEDRAL SPIRES	the Canton Cathedral still towers 160 feet into the air...
106.	CATHEDRAL (CLOSE UP)	but the gates are locked and it is used as a warehouse for storing building supplies.
107.	A GROUP SINGING [music up]	But the story of the Church does not end there. While in my hotel room, in Canton, I turned on my radio...
108.	SOLOIST & PIANIST	and I didn't hear the revolutionary songs of Mao that I half expected to hear. Rather I heard in Chinese a song that I had often sung myself in Canada...
109.	DEBBIE WANG	The words came to me ... *stayed upon Jehovah ... hearts are fully blessed.*
110.	MAN AT CONSOLE	I was listening to the Far East Broadcasting Company broadcasting from Manila into China, and my spirit was lifted up...
111.	DR. LUKE	and I thought of the words of our Lord, who had said *I will build my Church and the gates of hell shall not prevail against It...*
112.	OLD MAN	And I knew that, when I stepped outside and looked into this old man's face, there was need there and that some of these days, he too would be listening to a radio and that need would be met.
113.	3 YOUNG HEADS	Down the street aways were the youths...
114.	CHINESE YOUTHS	Mao hasn't satisfied their needs. But I praised the Lord again as I became aware of the fact that FEBC is broadcasting each day from Manila and Cheju for these young people...
115.	A WOMAN WITH RADIO	and I thanked the Lord that He in this the twentieth century is using radio to help
116.	RADIO MAP [map held 10 seconds]	build His Church in China ...
117.	LISTENERS IN A FIELD [music under to end]	
118.	BOATS	
119.	GROUP LISTENING	

BIBLIOGRAPHY

A MASS COMMUNICATION PLAN FOR INDIA; *Richard J. Knecht*

References:

[1] Daniel Lerner and Wilbur Schram, Editors, **Communication and Change in the Developing Countries**, (Honolulu, 1967), p. 192.

[2] Ibid., p. 194.

[3] **Radio Broadcasting Serves Rural Development**, (Paris, 1965), p. 7.

[4] Selden and Audrey Meneffee, *A Country Weekly Proves Itself in India*, **Journalism Quarterly** (1967), p. 116.

[5] Lerner and Schramm, p. 163.

[6] Wilbur Schramm, **Mass Media and National Development** (Stanford, 1964), p. 151.

[7] Ibid., p. 168.

[8] Royal D. Colle, *The Indian Satellite Experiment: What Next?* (unpublished paper for the VII General Assembly for the International Association for Mass Communication Research, West Germany, September 1-4, 1970), p. 1.

[9] Ibid., p. 1.

[10] Sig Mickelson, *The First Eight Years* **Saturday Review** (October 24, 1970), p. 23.

[11] Eugene V. Rostrow, **Satellite Communications and Educational Television in Less Developed Countries** (Springfield, 1969), p. 71.

[12] L.P. Kammans, *Satellites for Education*, **EBU Review** (November, 1969), p. 76.

BROADCASTING IN THE PEOPLE'S REPUBLIC OF CHINA; *Peter Graumann*

References :

[1] **Geography of China**, (Peking: Foreign Languages Press, 1972), pp. 1-5.

[2] Dr. Chu Chia-Hua, **China's Postal and Other Communications Services**, (Shanghai: China United Press, 1937), pp. 192-193. (for all figures cited)

[3] Ibid., p. 194.

[4] Fu-wu Hou (Franklin W. Houn), **To Change A Nation**, (New York: Crowell-Collier Publishing Co., 1961, p. 97.

[5] Ibid., p. 155.

[6] Ibid., p. 156. (for all figures cited in paragraph)

[7] Ibid., p. 160, as cited by Houn from **New China Monthly**, and **People's Daily**.

[8] Ibid., p. 161.

[9] Ibid.

[10] Alan Ping-lin Liu, *The Growth and Modernizing Function of Rural Radio in Communist China*, **Journalism Quarterly** 41 (Autumn 1964), pp. 573-7.

[11] Ibid.

[12] Ibid.

[13] Ibid.

[14] Hugh Howse, *The Use of Radio in China,* **China Quarterly** 2 (April-June 1960), p. 60.

[15] United Nations Educational, Scientific and Cultural Organization. **World Radio and Television** (New York: United Nations, 1965).

[16] Ibid.

[17] Howse , **Use of Radio,** p. 60.

[18] Idem. *The Role of the Mass Media in China,* **The Chinese Model : A Political, Economic and Social Survey.** Werner Klatt, editor. (Hong Kong: Hong Kong University Press, 1965), pp. 48-64.

[19] Alan Ping-lin Liu, **Communications and National Integration in Communist China**. (Berkeley: University of California Press, 1971).

[20] Howse, **Use of Radio**. p. 61.

[21] Liu, **Communications and National Integration**. pp. 575-76.

[22] Frost, editor, **World Radio and TV Handbook**, (Hirdour, Denmark: World Radio-TV Handbook Co., 1972).

[23] Liu, **Communications and National Integration.**

[24] Ibid., p. 119.

[25] Hou (Houn), **To Change A Nation**. p. 168.

[26] Ibid., p. 170.

[27] Howse, **Use of Radio**. p. 63.

[28] U.N.E.S.C.O. **World Radio and Television.**

[29] Liu, **Communications and National Integration.**

[30] Frederick T.C. Yu, *Persuasive Communications During the Cultural Revolution,* **Gazette : International Journal for Mass Communications Studies** Vol. 16, Issue number 2. pp. 73-87.

[31] U.N.E.S.C.O. **World Radio and Television.**

[32] **People's Daily**. (Peking), September 13, 1965.

[33] Julian Schuman, *How Television In China Is Growing Up,* **San Francisco Chronicle**. (December 3, 1973), p. 10.

[34] Ibid.

[35] **T.V. Factbook, International TV Directory.** (Washington D.C.: Television Digest Inc., 1972), p. 1066b.

[36] Schuman, **How TV Is Growing Up**.

[37] Ibid.

[38] Howse, **Role of the Media**. pp. 67-68.

[39] Ibid.

[40] Howse, **Role of the Media.**

[41] George A. Codding Jr., **Broadcasting Without Barriers**. (The Hague, Netherlands: United Nations, 1959), pp. 46-47 and 68-69. (for all information cited in this paragraph)

[42] Craig Covault, *China to Launch Satcom in 'Near Future.'* **Aviation Week and Space Technology** 97, (Hightstown, N.J.: McGraw-Hill Inc.,) November 27, 1972.

[43] Howse, **The Role of the Media**.

References :

[1] Emile G. McAnany, ***Impact of Mass Communications on Social and Cultural Systems: Some Reflections on the International Flow of Information***, a paper for the Conference on Television and Satellites, Airlie House, Feb., 1974, p. 16.

[2] Kaarle Nordenstreng and Tapio Varis, ***The Nonhomogeneity of the National State and the International Flow of Communication***, in George Gerbner, et.al., **Communication Technology and Social Policy**, (New York: Wiley & Sons, 1973), p. 393.

[3] see Wilbur Schramm, **Mass Media and National Development** (Stanford: Stanford University Press, 1964), p. 44, and V. Sarabhai, et.al., ***Application of Science and Technology to Development***, Report for the United Nations Advisory Committee on the Application of Science and Technology to Development. (cited in UNESCO, Reports and Papers on Mass Communications, No. 66, 1972, p. 23.)

[4] Henri Dieuzeide, ***Possible Uses of Satellites in Education***, in UNESCO, **Communication in the Space Age**, (Paris: UNESCO, 1968), p. 64.

[5] Robert Arnove, ***Educational Television: A Policy Critique and Guide for the Developing Countries***, A Report to the Ford Foundation (Stanford University School of Education, 1973), p. 85.

[6] Heather Hudson, Ph.D. Dissertation, Stanford University, 1974.

PART III

AMERICAN BROADCASTING PROBLEMS

ELECTRONIC MEDIA AS AN INSTRUCTIONAL STRATEGY FOR SELF-AWARENESS AND FUTURE CHANGE

William Murry
San Francisco State University

I have become increasingly aware, sometimes painfully so, of the rapid change and complexity of life today. New alternatives arise so quickly in most areas of life choice, that no one set of specific beliefs and behaviors could possibly answer all the choice situations now and in the future. If this is true, it then seems important to educate students to not only expect to change but to be capable of change. Stated another way, the illiterate of tomorrow may not be the one who cannot read or write, but rather the person without the capacity to learn, unlearn, and relearn.

This paper is my attempt to help myself and others to live with turmoil and change while contributing to the evolution of something more satisfying. Specifically, I wish to differentiate between print and electronic literacy, review some recent media research conclusions, and finally to integrate the "values clarification approach" to the feedback capacity of audio, video and biofeedback.

My theory is that the systematic integration of visual-electronic literacy to simulations of value conflicts employing the "values clarification approach" can significantly increase self-awareness and one's ability to cope with future social change. In short, the education of the affective and cognitive domains, with the emphasis on the affective, our emotions, our feelings rather than our thinking intellect.

The rationale for using nonprint media is based on its unique ability to provide immediate feedback. Feedback which is simultaneous with experience rather than fragmented, such as print.

By "value clarification approach", I am referring to the decision-making technique developed by Louis Rath, Sidney Simon and others. The technique is integrated in all branches of humanistic teaching. The seven valuing processes include:

1. Prizing and cherishing
2. Publicly affirming
3. Choosing from alternatives
4. Choosing alternatives after considering consequences
5. Choosing freely
6. Acting
7. Acting with a pattern, repetition or consistency.

The emphasis is "how" to learn instead of "what" to learn. Understanding our values today may provide creative insight for living in tomorrow's world.[1]

By self-awareness I mean getting inside and educating our psychological and physiological screens, our selective perceptions. Because I am treading inside the defense mechanisms of humans, this strategy necessitates the employment of professional psychologists, communicators, and counselors. Professionals aware of the difference between print and electronic literacy.

PRINT VS. ELECTRONIC LITERACY

In the last third of this century, we stand with one foot in the age of print and the other in the age of electronics. We are changing from a world of print domination to one of electronic extension. This evolution or perhaps revolution in media dominance accounts for vast new perceptual habits in persons. The young are especially affected because they have had greater exposure and more exclusive exposure to the new electronic media.

The single medium that has most shaped the world in the last three centuries has been the invention of Gutenberg — mass produced print. A characteristic of print, other than its sameness, is its sequential, linear, and fragmented nature. One word after another, one paragraph after another, one page after another. One idea at a time in a logical, connected line.

---

[1] Louis E. Rath, Merrill Harimin, and Sidney B. Simon. *Values and Teaching.*

A society which receives most of its important information through print tends to think in a linear and sequential way; to build its cities this way; to construct machines which operate this way; to play games, such as baseball, which happen in a sequential, linear, and fragmented manner; to build buildings this way; to arrange classrooms, schools, and schedules in such a manner.

I believe electronic media are clashing with the older print medium, thus causing at least part of the turmoil in the United States today. For example, electronic media are all-at-once instead of one-at-a-time. Print is for private consumption, electronic media is for large groups. Time and space in an electronic world are destroyed as barriers between people; involvement replaces detachment.

Repression of feelings, which is needed, learned and valued in a literate society, fades away as a value to be replaced by openness in the expression of feelings in an electronic society. Printing emphasized the intellect; electronics arouses the emotions. Printing helped create separation into nations; electronics unites the world into one big "global village". Print creates observers; electronics creates participatory involvements.[1]

The rebellion of today's youth is not just a passing phase. It is partly the result of a new society less dominated by print. The new electronic environment demands involvement. Schools can no longer be run without the students being involved in the actual administration. Racial or economic minorities cannot be denied participation in those decisions which shape their lives. Religious bodies are beset with cries for greater participation. A capitalistic system of life is challenged as destructive of true human democracy offered as more plausible in an electronic age. The new media have brought about a new way of viewing the world.[2]

Therefore, if today's student is as much a citizen of the age of electronics and nonprint media as the printed word, the educational techniques used in his education must make allowance for this. He is use to and needs more than the classified information which the printed word gives him. This paper is an attempt to provide a response to that need.

As broadcasters we are aware that an outstanding feature of video is its ability to provide immediate feedback. Through the television camera we can look at, into, and explore different aspects of human relationships, in-depth. McLuhan's "cool medium"[3] is low definition and its messages make us listen and look harder . . . as a result we concentrate more. Television's electromagnetic spectrum is iconic, that is, "all at once", "now", the feedback is simultaneous with experience, an extension of our nervous system, a metaphor. Through video we can experience the "act of becoming" of ourselves as well as other human beings and events.

Although young people have developed this electronic literacy, many – perhaps most – educators who matured before the birth of television, scarcely recognize the existence of visual-electronic literacy. I believe most are still entrenched with their book bias. The significance of electronic literacy is only beginning to be understood. "Sesame Street" and the "Electric Company" are examples of one application of this literacy. Alternative applications of this potential seem desirable and necessary to cope with social change. With this in mind, perhaps a brief review of some recent media research conclusions will provide insight.

MEDIA RESEARCH

Earlier this year Jamison et al., [1974], published a comprehensive evaluation of *The Effectiveness of Alternative Instructional Media*. The study implied that experimental research and design evaluations of ITV vs. Traditional Instruction have held almost everything constant but the medium itself. The study concludes that:

> *. . . it is plausible, though not experimentally verified – that attempts to use the distinctive potential of the television medium would result in more systematic findings of significant differences between ITV and alternative forms of instruction.*

---

1. Marshal McLuhan. *The Gutenberg Galaxy.*
2. Donald R. Gordon. *The New Literacy.*
3. Marshal McLuhan. *Understanding Media.*

What is necessary is for us to use the television medium in imaginative ways. I will suggest some ideas.

In a related area of research, a recent review of the literature on video self-confrontation by Fuller and Manning [1973] indicates TV's promising potential as an instructional strategy. Video self-confrontation is also known as and indexed as self-viewing and self-feedback. An example of video self-confrontation is a learner viewing behaviors of himself through television to ascertain discrepancies between "real" and "ideal" images of self.

The research indicates that video self-confrontation solves educators and psychotherapists most pressing problems: How to increase motivation and how to put the responsibility for learning into the learner's own hands. A review of the literature covering 13 years, from 1960 to Spring 1973 provides a conceptualization which includes: Purposes, outcomes, subject characteristics, treatments, and helper characteristics.

Video self-confrontation increases information and can provide a more total seeing of self while offering the learner a more realistic image of self. The study concludes that video self-confrontation (VS-C) now seems more promising than we had dared to hope and more dangerous than we knew to fear. In short, VS-C can not only motivate behavior change but has the positive potential to create a wholistic view of man. On the other hand, this powerful potential can have equally damaging consequences in the hands of well-meaning, naive educators and communicators.

The message seems clear. The utilization of this potential requires knowledge, skill and sensitivity – qualities and responsibilities we accept as professionals. What seems necessary is to integrate the unique potential of our media in ways which help us solve human problems. I believe the unique feedback potential of our new media can motivate students to accept the responsibility for self-discovery and learning in order to cope with "overchoice" and future change.

FUTURE CHANGE

If change is going to be one of the more stable elements of our lives, we need continual significant information for decision making. Our new media in the hands of knowledgeable, skilled and sensitive educators and communicators can create and transfer significant messages. Messages through the camera of selected stimuli which are carefully patterned to jolt us out of our perceptual complacency. Messages through a camera which allow us to experience the complexity of ourselves and others. Messages through the camera which allow learners to experience and understand their personal values and the values of others.

Ultimately, if we know who we are, and if we are self-actualized, secure in what we are doing, knowing the world around us, we can understand our anxieties and conquer the complexity of life. In short, we need an evolution of the human system which I believe begins with the "self". Furthermore, the cybernetics approach may teach us how to learn to live creatively.[1]

What follows is a conceptual application of electronic media as an instructional strategy for self-awareness and future change. An application of electronic literacy integrated with the research conclusions of Jamieson and Fuller. A systems approach.

This system should not be interpreted as a placebo for all our problems. I am not suggesting that machines should replace person-to-person interaction or relationships. I am not suggesting that self-actualization can occur only through machines. These suggestions would be absurd. I am however, suggesting that it is the users of technology which render it valuable or harmful. I am advocating the use of a man-machine relationship as one diverse method of creating greater awareness and value clarification. A relationship which provides simulations and a testing ground for experimenting with new behaviors and future oriented value conflicts.

A CONCEPTUAL SYSTEM

Oh wad some power the giftie gie us
to see oursels as others see us!
Robert Burns, 1786

The facilities and equipment necessary to operate this system are moderate in cost. The system requires a medium size rectangular classroom. Within the classroom is a smaller circular room which serves as a small studio. The circular studio (the earth is round, our solar system revolves 'around' the sun – a gestalt simulation) contains a simulation screen and two chairs. One chair is for the learner and the other chair is for the facilitator, for

---

1. Herbert Zettl. [1974].

example, a psychologist. Three vidicon cameras are mounted at equal distance around the circular studio walls. The cameras can be moved vertically from floor level (looking up) to the top of the studio wall (looking down) by silent electronic manipulation which also controls pan and tilt movements. Their images can be enlarged if desired and projected onto the circular walls of the studio. All camera movements are controlled from the control room directing console.

The console also is equipped with preview monitors, a special effects generator, studio lighting controls, a film projector, a multi-track stereo audio system, and a physiological feedback system to measure cardiac activity as well as eccrine sweat activity. Cardiac activity measures the stress on the heart while eccrine sweat rate reveals evidence of increased environmental involvement by the individual.

A fourth camera is focused on the visual graphic response of the biofeedback machine. Also in the control room are four Sony 3650 ½-inch PVTR decks which record sessions and/or individual cameras as well as make "time delays" possible The system can be operated by one person in simple feedback sessions, or by two when advanced, in depth feedback is desirable. In short, the hardware of this sytem is oriented to provide feedback – simple through complex; an opportunity to obtain a more total seeing and hearing of our consciousness. The objective is to be able to increase significant information to a self-correcting learner through electronic extension.

TARGET AUDIENCE

The first question which needs an answer is who is the target audience for this system? I believe most people could probably benefit in some way. However, this may not be practical. On second thought, I chose those individuals who shape public policy, spend tax payer money, and are charged with the responsibility of protecting the public. I'm referring to the police, educators, elected officials, prison guards, etc. Again, I determined this was probably not practical. Finally, I decided the target audience should be those persons who shape our culture and serve as catalysts for the continuing social evolution/revolution. They is we, "us", communicators. Those of us preparing to extend or stretch or interpret man's senses.

The evolution of our society is increasingly interwoven with media. The gatekeepers need to be self-actualized, emotionally literate as well as highly skilled, knowledgeable, and sensitive. We can and I believe ought to employ the new media in an experimental and experiential course of study which facilitates our own evolution before we accept the responsibility of shaping the perceptions of others. This in turn, implies an effective intra- and interpersonal process.

INTERPERSONAL COMPONENTS

The basic interpersonal components of this system are modeled and based on the research of Kagan and others at Michigan State. Their system, called Interpersonal Process Recall is designed to stimulate self-discovery and awareness. Their process has been tested on diverse populations since 1961 and still contains a safe record with statistically significant differences. The components include: simulations, stimulated recall, and physiological feedback.[1]

The process involves a session where a student views a simulation film in which an actor or actress looks directly at the viewer and engages the viewer in rejection, pseudoacceptance, seductiveness, guilt, affection, etc. Most students have no difficulty becoming intensely involved with the filmed "other" as they view the screen. Learners are videotaped as they are engaged in the simulation.

A recall session is conducted based primarily on the subjects stimulated recall of the feelings he had during the simulation. In addition, physiological activity is recorded, videotaped, and played back visually without audio to the learner as one more basis for understanding his interpersonal behavior. The purpose of the biofeedback is not to help a subject control his physiological response, rather it is to encourage him to use the physiological data to better know himself.

Kagan's basic method is complicated but practical. While a subject watches a stimulus film of an actor looking directly at him, the physiological activities of the learner's body are video recorded. A second television camera records the subject and both images are transposed onto a videotape using a split

---

1. N. Kagan & D.R. Krathwohl. *Studies in Human Interaction: Interpersonal Process Recall Stimulated by Videotape.*

screen format. By carefully positioning the cameras, all three elements are on the same videotape. One camera is focused on the subject and on the graph of his eccrine sweat rate and heart rate. In this way, a split screen videotape picture composed of the subject, the originally viewed stimulus film, and a graphic visual presentation of the subject's heart and sweat activity is played back to the subject.

An added dimension of this basic method is the ability to record the subject's physiological responses during the video **playback**. That is, the physiological electrodes on the heart and sweat activity are not removed from the learner as he goes through the recall process. In this way, the inquirer (a psychologist) can observe the subject's physiological behavior as he talks with the learner during the videotape playback process.

[Backtracking] . . . When the taping session is ended and the videotape recording is ready to be played back, a second communicator (professional or paraprofessional?) enters the room with the subject to conduct the recall session. This recall worker's function is to facilitate the subject's self-analysis of his underlying thoughts, feelings, images, expectations, and general pattern of interactions during the recorded session under review. The recall worker tries not to establish a new counseling relationship with the subject, but attempts to keep the subject focused solely on the feelings or content of the original session. He helps the subject relive the original experience and encourages the subject to comment **only** on what then transpired.[1]

The objective is self-discovery and changing entrenched behaviors by putting the change process into the hands of the learner himself. The goal is increased awareness and realism, and as such, have an important contribution to make to the process conceptualized here.

VALUE CONFLICTS

What I would integrate into Kagan's design are sequences of value conflicts. Self-awareness cannot be divorced from future social change, in my opinion. Learners need simulated value conflicts to encourage them to question their values or make them explicity. In the past, parents have been and still are very important sources of values and their clarification. However, as the pace of change increases, the process of value clarification becomes a vital part of any education designed to help people cope with "overchoice" (e.g., future shock).

What I am suggesting is that we employ visual electronic literacy which is simultaneous with experience to simulate imaginative value conflicts as well as simulated sequences for self-discovery and self-awareness. Using carefully designed sequences of complex questions such as religion, love and sex, family, friends, drugs, materialism, race, work, aging and death, leisure time, school, health, etc. we may be able to significantly increase the evolution of the human system which I believe begins with the "self". The objective is to master the complexity of life and creatively contribute to the search for a higher consciousness which is not separate from the reality of contemporary experience.

INTEGRATION

The technique to be used in the simulations is the "value clarification approach" I mentioned earlier. The approach is integrated in all branches of humanistic teaching. The seven valuing processes include:

1. Prizing and cherishing
2. Publicly affirming
3. Choosing from alternatives
4. Choosing alternatives after considering consequences
5. Choosing freely
6. Acting
7. Acting with a pattern repetition, and consistency

The emphasis is "how" to learn instead of "what" to learn. The approach is a structure for decision making.

During the valuing sessions of this process, when the subject is no longer a feedback neophyte, we can begin to tap the unique potential of our electronic tools to give the learner a near total seeing and hearing of self. A focused increase in information so the human system can become self-correcting. Messages which make the learner aware of the complexity of human experience.

---

[1] J. Archer, Jr., et. al. *New Method for Education, Treatment, and Research in Human Interaction.*

An important question here is how do we show complexity without losing aesthetic and artistic control. Too much complexity without proper motivation is synonomous with communication noise.

VIDEO

One way is for the camera to show the learner's lower depths of consciousness, to observe the way he behaves, his body language, his tensions. Television's iconic image can dig deep and pick up tiny clues. Television's talking face can be extremely powerful if done correctly with sensitivity. In addition, the natural extension of the television mosiac image is multiple screens. Camera 1 can focus on a close-up (CU) of the learner's face; Camera 2 a CU of the torso; Camera 3 a CU or MS of the simulations' actress; and Camera 4 a CU of the visual graphic response of the physiological feedback.

During the playback we can create a video environment by shooting enlarged camera images directly on the circular walls of our studio. The learner can experience his "act of becoming" and see himself as others see him. Different cameras shooting from various angles and different focal lengths can shift physical, psychological, and philosophical points of view. A director does this all the time with his cameras and monitors. Furthermore, through electronic and videotape manipulation, multiple images of video in both "real time" and "time delayed" can further increase the information the individual receives about himself in an effort to obtain a more total "seeing" (e.g., self-image, self-identity, self-expression, etc.) for self-analysis. Its as though we allow a person to step out of his body through electronic extension and see himself as the rest of the world sees him (perhaps a jolt to our perception of ourself). I believe this has implications for self-discovery, empathy, and values.

Fuller's research on VS-C clearly indicates we can teach ourselves some things that others cannot teach us, and we can learn more from ourselves or at least from our own voices and images as from others. Further, perhaps the greatest value of VS-C lies in allowing the learner to seize control of his own learning by playing all the parts: that of experiencer, the observer, and the goal setter. In short, this process seems to have implications for a learner accepting responsibility for his decision making and actualization. I believe skill in decision making is increasingly important in an age of "overchoice" and rapid social change. Video then, is one way to increase complexity.

AUDIO

Another electronic tool is to increase audio complexity. Television is very dependent on sound. Television is a sound/visual medium. Besides an important information source, sound helps with psychological closure. Sound is also an integral process of electronic literacy.[1]

We can begin to probe self-awareness and values and their depth with multiple audio tracks. Track 1 would record the verbal response to the simulation experience. Track 2 records the physiological feedback of the eccrine sweat rate (one palm and the other "neutral" wrist), which is evidence of increased environmental involvement by the individual. Track 3 records the physiological feedback of cardiac activity which is stress on the heart.

This application differs from Kagan's in that I would audio- and video- record physiological feedback whereas Kagan only video recorded the biofeedback. During stimulated recall playback of enlarged multiple visual images, a learner through stereo multiple track audio can experience his intensity or lack of intensity while interacting with value conflicts. Multiple tracks of audio will hopefully have the potential to dig deeper within the intensity of the situation, an attempt to turn the direction of modern technology "inward".

SUMMARY

The objective is feedback for increased awareness and value clarification. I believe this process, which I've described, makes it considerably easier to teach learners about their feelings by allowing them literally to see, hear, and study their own emotional reactions. I believe this process also has implications for self-motivation; perhaps a foothill or peak experience?

---

1. Herbert Zettl. [1974].

If we know where our psychological and physiological screens are at, and if we can educate these feelings, we can open them up, shift them, and control them while we are interacting with people. In this way, we can begin to increasingly sense other people, communicate, and hopefully live more creatively in our changing social environment.

RESEARCH INTEGRATION

Briefly before concluding, let me integrate this system with the research conclusions of Jamison and Fuller, to see if I have followed their guidelines. Jamison's research on ***The Effectiveness of Alternative Instructional Media*** says to use the distinctive potential of the mediums. I believe the use of multi-images of video can give a learner a more total seeing of self. Biofeedback and multiple audio tracks provide a more total hearing of self. "Time delay" video can change physical, psychological, and philosophical points of view. The objective is to send the learner messages of selected stimuli which are carefully patterned to jolt him out of his perceptual complacency.

Together, I believe this combination of media to extend out nervous system, our consciousness; it employs our electronic literacy, our resources. The system is designed to provide simple to complex, in depth feedback. The level or intensity of the feedback depends on the learner, the motivation of his professional instructor, or the tasks involved. This combination of media obviously affords immediate, firsthand contact with both eyes and ears. To the extent this sense of intimacy fosters acceptance, and acceptance in turn means greater awareness of the reality of our human condition, we benefit.

Of related importance is how to motivate learners to be capapble of change, and how to put the responsibility for learning into the learners own hands. This process is enhanced by video self-confrontation, according to the research of Fuller and Manning. The system described integrates these concepts with the belief that self-improvement must be motivated from within the learner. Through VS-C I allow the learner to seize control of his own learning. I provide significant (focused) information which allows the learner to be self-correcting. This process hopefully allows self-discovery and increased awareness to become simultaneous with the experience. Learners will hopefully become conscious of change, expect to change, and be capable of change.

In addition, I have integrated electronic literacy with filmed simulations of value conflicts of increasing complexity. The "value clarification approach" provides the technique for decision making. In short, it is a system designed to motivate learners to accept the responsibility for learning, to cope with "over choice", and future change.

In conclusion, what I have just discussed is a complicated communication system. It is necessary because of the complexity of life today. The more complex our lives become, the more complex our communications must become, and the more sophisticated we as communicators must become. The glue which might hold us together is some kind of "clarified and intensified experience" we can share. The aesthetic and artistic potential of our media can help us become both more human as well as help us clarify our values. Finally, the possible of this strategy – increased realism, satisfaction, and competance may translate into truth, joy, and beauty. Truth, joy, and beauty are the foundations of self-transcendence – living at the level of Being. I believe many of us find "living at the level of Being" a worthy goal.

A COMPARATIVE ANALYSIS OF MATRIX AND DISCRETE FOUR CHANNEL DISCS

Tye J. Idonas
San Francisco State University

Almost one hundred years ago Thomas A. Edison, with his invention of the phonograph, proved that sound could be preserved and then played back at any later time. The principle on which his phonograph worked was that grooves with a configuration corresponding directly to a sound could be cut into a tin foil sheath wrapped around a rotating metal cylinder. The grooves were cut with a needle which was attached to a diaphragm that vibrated when it was hit by the pressure waves of a sound. Each sound was then etched into the foil as a unique indentation which was the mechanical representation of this sound. To playback the recorded sound the process was reversed.[1]

There were no electrical or electronic components involved to create electronic signals, amplify them, and make them drive speakers as with today's systems, so it was a totally mechanical operation and obviously, the reproduced sound was at best identifiable, but by no means accurate. Edison made the initial breakthrough and since then countless men have been involved in the struggle to reproduce sound as it would be heard originally.

The crude tin foil and metal cylinder was replaced by a wax coated cardboard one which in-turn was replaced by the flat disc format which is still used today. The materials used in the discs evolved from early shellac and clay mixtures to the present day fine grade polyvinyl chloride discs used in very high fidelity recording.[2] Though the shape and materials have changed, the principle remains the same for creating a record.

In the paramount struggle of audio engineers to create a reproduced sound which is as the original two major factors must be considered. These are high fidelity reproduction and the re-creation of the space in which the original sound was made. The problem of high fidelity was virtually solved by the early 1950's. With the invention of the microgroove disc by Peter Goldmark in 1948 and the use of fillerless vinyl as the material for the disc. Background noise and distortion was greatly suppressed and high frequency signals could be cut into the disc.[1] By then engineers had developed equipment which could record and reproduce a uniform frequency response for the entire audible spectrum (20 Hz to 20,000 Hz), almost completely eliminate distortion and greatly increase the signal to noise ratio. With these advances, high fidelity became the rage of the late '50's and now, up to date equipment is almost all high fidelity.

As with just about anything new, the fancy wears off after a while and the engineers were not satisfied with just reproducing sound that had great tone and little distortion. Eventhough the reproduced sound was high fidelity, it was still being processed in one channel or monophonic sound. Because of technical limitations all the recorded sound was combined into one signal and it was this solitary signal that was reproduced in the hi-fi system. Essentially all the sound came from one spot and this made it unnatural, because real sound originates from an infinite number of spots all around the listener. It was the engineers' contention that if different sounds could be recorded separately and their corresponding electronic signals kept separate through reproduction, then more reality would be achieved by creating the spacial effect of breadth. Working with two separate signals they were able to create stereophonic sound, an audio system which has a distinct left and right channel which enables the listener to distinguish sound sources originating at the left or right side of the listening area.

Stereo got off to a slow start because of problems involving cross talk between channels, synchronization of the two channels (in-line heads were not yet invented and stereo was recorded by using two staggered heads), simulated stereo produced by a multitude of less-than-above board manufacturers who relied on phase shifting and psychoacoustics to peddle their inferior product, and the buying public's reluctance to invest a considerable amount of money in a system that was not perfected.[1] But as new techniques of recording developed and space age electronics precluded high costs, stereo ran away with the field of audio systems. By the late 1960's nearly all public consumer audio equipment manufactured was in stereo.

---

[1] **The World Book of Encyclopedia.** Vol. XV, pp. 362-363.

[2] **The Way Things Work.** Vol. 1, p. 318.

After the initial excitement of the new stereo sound wore off (complete with the demonstration recordings of Ping-Pong matches and jet airliners taking off) there came the realization that sound does not come from just the left and right side in front of the listener. The problem of capturing the elusive reality in sound reproduction led to the development of quadraphonic sound which made its appearance in 1969. With quad there is now even a greater problem to deal with and because of it the audio industry is in the middle of a heated battle to decide which of the two proposals of 4-channel sound will be accepted as the standard.

The two formats, matrix and discrete, each obtrude on the standard modes of broadcasting and recording. Each also have inherent advantages and disadvantages in relation to these modes, but in order to gain widespread acceptance (not to mention governmental consent) the formats must possess these four essential qualities:

1. Discreteness
2. Compatability
3. Economy
4. High fidelity

Both sides of the "matrix vs. discrete" 4-channel battle are going all out to meet the requirements.[2]

In this report only the areas of matrix and discrete 4-channel record discs will be discussed. Other areas in which this contest is being held, such as FM broadcasting and recording techniques, will not be discussed . . . but will be mentioned as corallary information.

HOW STEREO DISCS ARE MADE

When records were being made monophonically the grooves were cut to impose a lateral motion to the stylus which tracked it. Comparatively large, spherical styli were used and they tracked heavily in the groove. Their side to side motion created a potential difference between the magnets in the pickup cartridge thus coverting mechanical vibrations into electrical impulses. These electrical signals then traveled through the electronic hardware of the system to be amplified enough to drive the system's speakers.[3]

With the development of stereo, the groove cutting of a disc was done by a new technique which utilized two 90° displaced axes. This created two distinct sides of the groove at 90° angles to each other and 45° angles to the surface of the disc. The groove configuration in this setup caused the stylus to move both laterally and vertically. Each side of this groove carries one channel, the right channel on the outer side of the groove and the left channel on the inner side. The lateral and vertical movements of the stylus are independent of each other so that the up and down motion of one side of the groove containing information for one channel will not be affected by the movement carrying information for the other channel, hence the two channels remain separate.[4] However to achieve stereo separation is not as easy as the mechanical description given above.

Stereo signals are the result of the albegraic addition of the sum signals (L + R) and the difference signals (L - R). The sum signals are contained in the lateral configuration of the groove while the difference signals are in the vertical configuration. Although the side to side and up and down motion of each side of the groove is independent, the signals produced by each are correlated and with the use of electronic signal inverters, algebraically added to result in the elimination of the right signal in the left channel and vice versa.[5]

---

[1] Hans Fantel, **The True Sound of Music**, pp. 19-27.

[2] Ken Sessions. **Four Channel Stereo from Source to Sound**, p. 87.

[3] Ibid., p. 77.

[4] **The Way Things Work**, Vol. 1, p. 318.

[5] Torczyner, Jerome. Interview with, April 23, 1974.

Since a record groove has two sides, it was no great problem to place information for one stereo channel on one wall of the groove and information for the other stereo channel on the other wall. At one point in the development of the stereo disc it was proposed to use a subcarrier of high frequency to carry the distinctive stereo creating difference information. But because of the discs' readymade two walls, this idea was obviated and all but totally forgotten.[1]

In 4-channel discs the seemingly insurmountable problem was how could four separate signals be put into a two walled groove and be picked up by a single laterally/vertically moving stylus to be reproduced as four separate signals? Certainly it may be possible to create a disc with a square hole spiralling through it with one channel on each side and then snake a 4-stylis pick up through it, but this would not meet the compatability requirement nor probably the economy requirement. So the problem remained to put four channels into a two sided groove that won't cost anymore and can be played on any equipment available today.

Both matrix and discrete engineers have developed ways of accomplishing this feat, each by maninulating the stereo groove without changing its basic configuration. But there is hardly any relation between the ways the two sides do it.

We'll look at the matrix method first, then the discrete approach, and finally discuss the relative merits and drawbacks of each.

MATRIX FOUR CHANNEL DISCS

Matrix 4-channel sound is achieved by encoding the four quadraphonic signals (left front, left rear, right front, and right rear) into two signals at the source and decoding the two signals into the original four at the receiving end.[2]

Because matrixing involves phase (almost synonymous with time) shifting and level control of the channels, the first important step in getting sound down on a record disc takes place in the sound lab of the recording studio where the recording engineer's skill in mixing the music can affect the final outcome of the disc. The engineer feeds all the recorded tracks into one channel of an audio mixer and selectively adjusts the proportions of each input on a percentage basis (level control). He does this until he has four channels representing as much separation as he wants, and can get, with the equipment he is using. He can, for example, incorporate what will become the left rear channel by apportioning 60% of the sound recorded in the left rear area of the studio, 20% from adjacent areas (left front and right rear) and 20% of the total sound of the studio picked up in the left rear area. The separation of the four channels also depends to a great extent on the manner in which the music was recorded, i.e., the types and set up of the microphones used; baffle efficiency and arrangement; acoustical characteristics of the studio; and the inherent characteristics of the type of music itself - symphony, rock band, folk, etc.

When the engineer has the four signals he wants he will feed them into a matrix encoder, which delays the signals of some tracks (phase shifting) and provides the summation and differencing of the signals necessary to be able to extract the encoded signal later. The matrixing results in two encoded stereo signals which are cut into the disc in a 45-45 format.

In playing back the record the effect of the phase shifting set down in the recording is what will produce the rear information needed to achieve four channel sound. Because of the time lag initiated by shifting the phase of the signals while encoding, the record is cut with one side of the grove slightly ahead of the other side (see Diagram 1). As the stylus tracks the groove, this leading/lagging relationship between the two groove walls will cause the stylus to twist and respond with a helical motion. Clockwise helical motion contains left-rear information and the counterclockwise helical motion contains right rear information (see Diagram 2.). These helical vibrations are coupled with the lateral and vertical motion of the stylus (carrying the sum information for the left and right front channels) and detected by the electronic decoder hardware in the system which directs it to the respective rear channel speakers.[3]

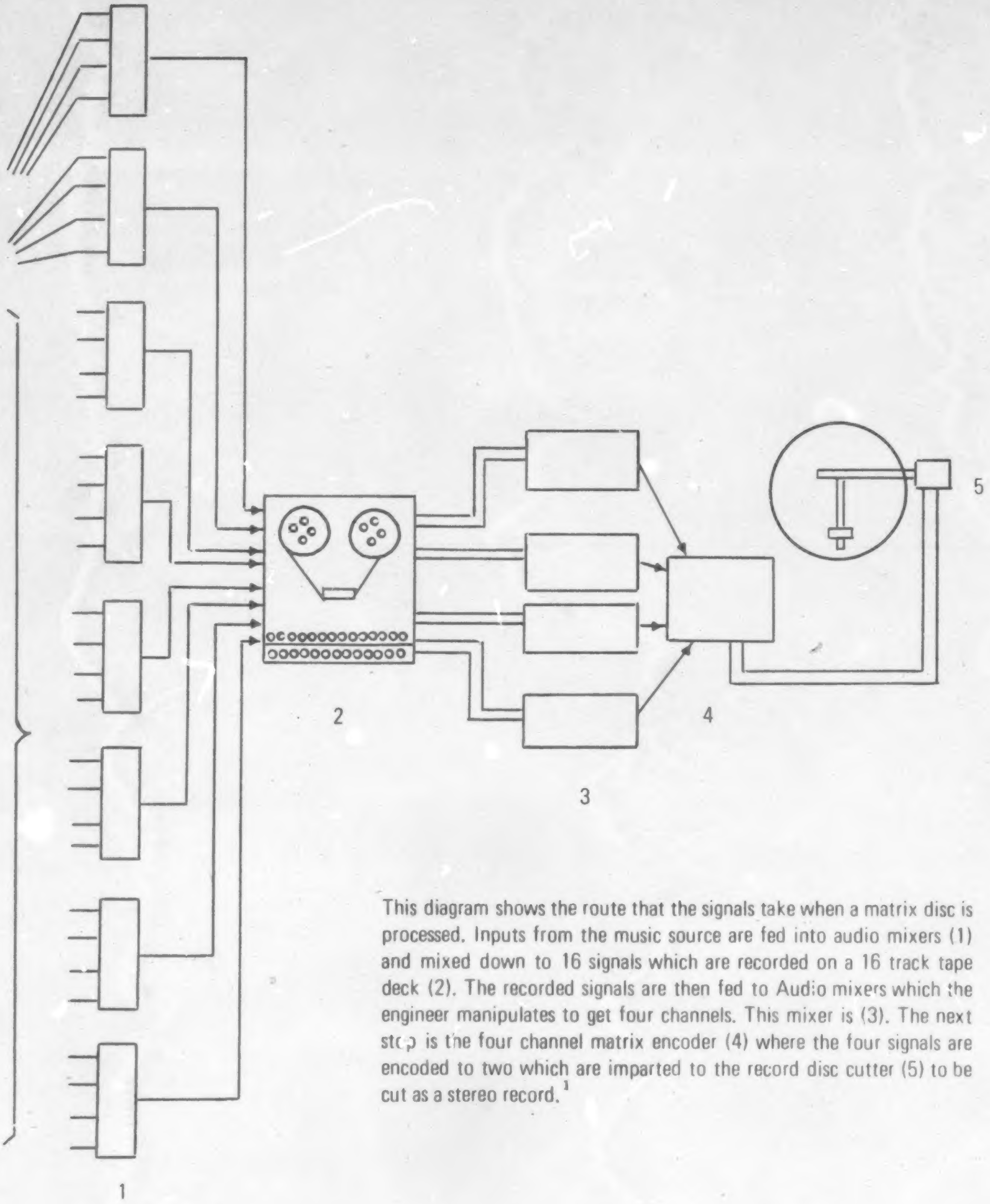
What all this amounts to is in spite of all this electronic engineering legerdemain is that there are

---

[1] Ken Sessions. **Four Channe. Stereo from Source to Source**, p. 80.

[2] Ibid., o. 77.

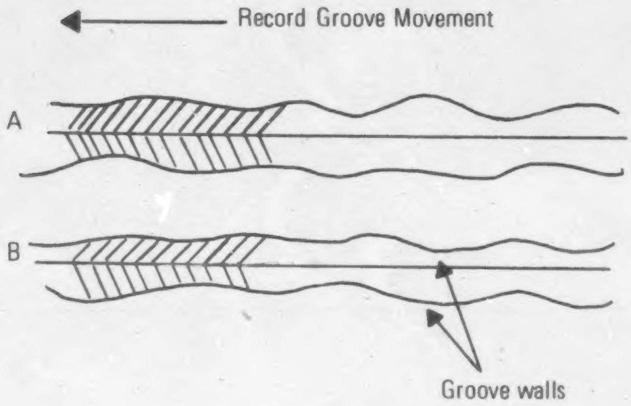
[3] Ibid., pp. 92-95.



This diagram shows the route that the signals take when a matrix disc is processed. Inputs from the music source are fed into audio mixers (1) and mixed down to 16 signals which are recorded on a 16 track tape deck (2). The recorded signals are then fed to Audio mixers which the engineer manipulates to get four channels. This mixer is (3). The next step is the four channel matrix encoder (4) where the four signals are encoded to two which are imparted to the record disc cutter (5) to be cut as a stereo record.[1]

---

1. **Ken Sessions, Four Channel Stereo, p. 92.**



This diagram shows a view of a record groove looking down from the top. In sketch A, the bottom side of the groove lifts the stylus, which falls toward the other side and drops, to be lifted again by the lower side. This results in a counter-clockwise helical motion. In sketch B, the upper groove wall's modulation leads the lower wall, and the result is clockwise helical motion.[1]

---

[1] Ken Sessions, Four Channel Stereo, p. 95.

still only two **basic** channels. When there is a combining of the channels due to the sinusoidal addition of the signals from the orthogonal and helical movement of the stylus, there is a resultant of greater amplitude for in-phase signals than for out-of-phase signals. Logic circuits detecting this level difference immediately suppress the lower level signal and direct the higher level signal to the rear speakers. It is a teeter-totter effect because the logic circuits are simply automatic gain control amplifiers that are going to send information to wherever they detect there is not enough. If the signals are in phase a predominant sound will appear to come from only one of the speakers, and with a multitude of complex signals constantly going in and out of phase in a matter of microseconds coupled with the psychoacoustics of human hearing a good matrix system will give a believable illusion of four channel sound.[1] Still if seen on a scope and measured the separation comes no better than 6 db, an almost non-competitive figure when placed against discrete's 35 db separation.[2]

DISCRETE FOUR CHANNEL DISCS
CD–4 SYSTEM

In making a discrete four channel disc the only similarity with the matrix system is that the groove is cut in the same manner as the stereo disc using the 45-45 format. This cutting process must be maintained to ensure compatability as mentioned before. The unique feature which makes it possible to put four separe channels into a two sided groove is the coding system used. Someone did not completely forget the idea that a high frequency sub-carrier wave could be used to carry the extra information of the rear channels. This principle of using sub-carriers is used in FM stereo transmission.[3]

As mentioned in the section on how a stereo disc was made, the stereo signals were the result of the algebraic addition of the sum and difference signals which resulted in a left and right channel. Discrete four channel, in this respect, is merely an expansion of this. Only now there are two more signals to be plugged into the formula (right- and left-rear). But the mathematics still holds true.

On a discrete disc the sum signals (LF + LR) for the left and (RF + RR) for the right are cut into the disc in standard lateral and vertical orthogonal motions. The difference information (LF - LR and RF - RR), which accounts for the rear information, are used to modulate two 30 kHz subcarrier waves, one cut into each side of the groove. With this coding system the four quadraphonic signals remain separate.[4] This is called the CD–4 system, C for compatability, D for discrete, and 4 for four channel. (See Diagram 3.)

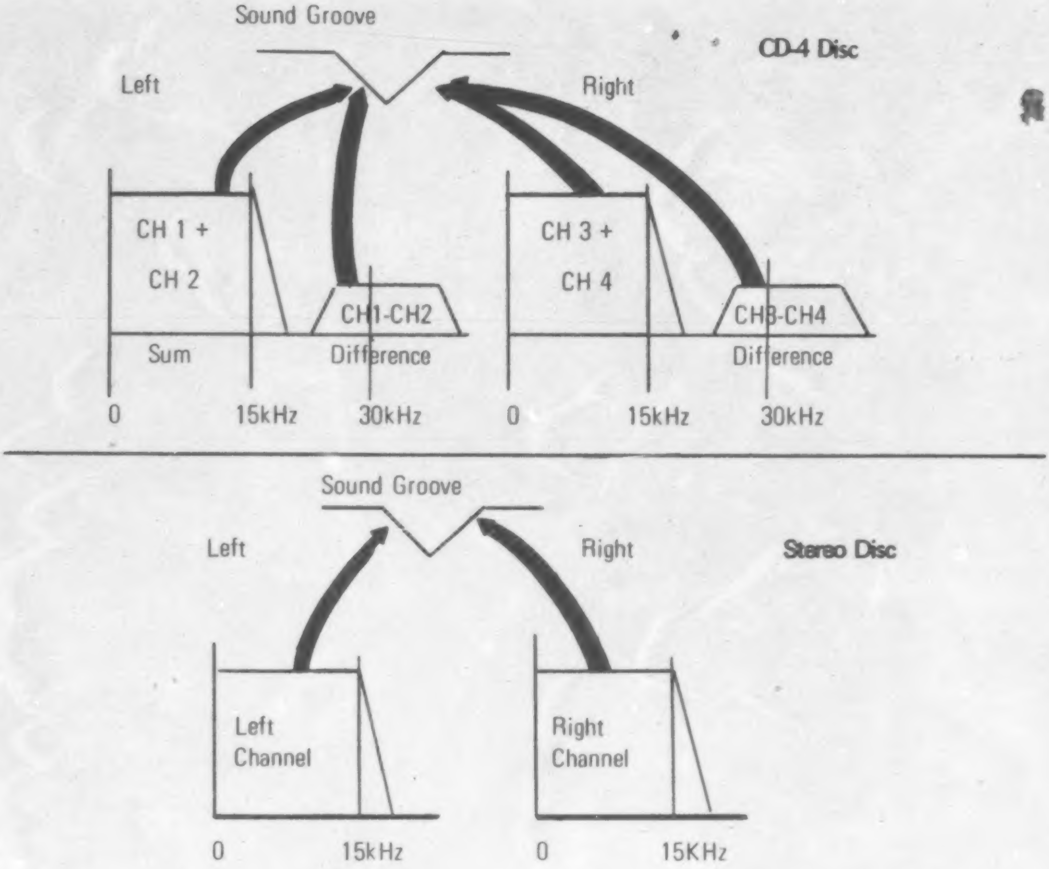
Some special equipment is needed in order to play back a discrete four channel disc and get discrete four channel. Since the rear channel signals modulate a subcarrier, a demodulator must be added to the playback system. The function of the demodulator is to recover the modulated FM subcarrier and obtain the difference signals which are then sent separately through the electronic hardware to their respective rear speakers.[4] It can be seen now that throughout the entire process of the CD–4 system all the quadraphonic channel signals are kept separate.

Because this method involves a high frequency subcarrier, conventional stereo styli cannot be used to get discrete four channel. An elliptical stereo stylus has an effective frequency range up to about 20 kHz. By the time it picks up a 30 kHz signal its level has dropped so drastically that it is virtually not responding at all. Japan Victor Company (JVC) developed a completely new stylus called the Shibata to be used with the CD–4 system. The Shibata stylus' design (see Diagram 4.) enables it to detect frequencing up to 50 kHz[5] which is even greater than the carrier frequency, without suffering an appreciable loss in the level or an increase of adjacent channel pickup.

Although the Shibata stylus has to track at roughly twice the weight of the conventional elliptical stylus, its design allows it to sit deeper in the groove and contact more surface area thus distributing this extra tracking weight in a way that exerts no more pressure or causes no more wear on the groove of a stereo record than the elliptical stylus. Furthermore, it is fully compatable with stereo records, and in fact, makes stereo records sound better because it can more readily detect high frequencies than the ellip-

---

1. Friedman, Herb. *Here's Looking at Four Channel Matrix Sound*, p. 65.
2. Torczyner, Jerome. An interview with.
3. Idonas Tye, J. *Basic Principles of Four Channel Broadcasting Using the Dorren Quadraplex System.*
4. Sensei, Shinri. *Get the Facts About CD-4*, Elementary Electronics, p. 47.
5. O'Keefe, Gerald. *A Fully Integrated CD-4 Disc Demodulation System and Preamplifier.*

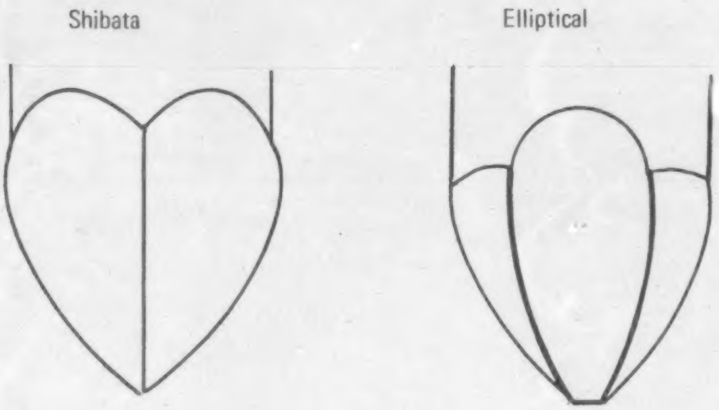

Sound Groove
CD-4 Disc
Left
Right
CH 1 +
CH 2
CH 3 +
CH 4
CH1-CH2
CH3-CH4
Sum
Difference
Difference
0
15kHz
30kHz
0
15kHz
30kHz
Sound Groove
Left
Right
Stereo Disc
Left
Channel
Right
Channel
0
15kHz
0
15KHz

The diagram shows the manner in which a high frequency sub-carrier is used to carry rear channel information on a CD-4 disc compared to a standard stereo disc.[1]

---

1. **Shinri Sensei, Elementary Electronics, July-August 1973, p. 47**

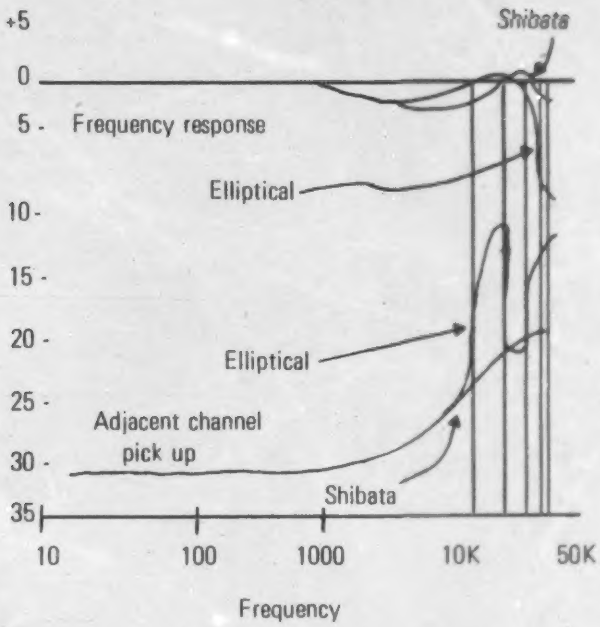
2. **Ibid, p. 47.**


Shibata
Elliptical

This diagram shows the design of the Shibata stylus as compared with a conventional elliptical stylus.[1]

---

[1] Ken Sessions, Four Channel Stereo, pp. 82-84.



This diagram shows a comparison of performance between the Shibata and the elliptical styli. Note the relative smoothness of the Shibata stylus compared to the elliptical stylus in the frequencies above 10 kHz.[1]

---

1. **Ken Sessions, Four Channel Stereo, p. 85.**

tical stylus and since it sits deeper in the groove it does not allow the record ruining build up of dust.[1]

COMPARISON OF THE MATRIX AND DISCRETE DISCS

A recap of the four essential qualities needed by each system to prove its worth to become the accepted standard includes discreteness, compatability, economy, and high fidelity. The following is a comparison to show how these systems measure up to these qualities. A scale from 1 (lowest) to 10 (highest) follows each section. These grades were assigned by me after listening.

DISCRETENESS

The amount of channel separation achieved by the system with regard to the independence of one channel from the other three and the pattern in which the surround sound is formed.

MATRIX	DISCRETE
Matrix is unable to provide total separation of channels. This is attributed to the encoding of four channels into two. Tests have shown the maximum separation achieved to be 6-8 db. Because phase shifting and level control are used there are only two basic channels. The rear information is an illusion because of phasing and level differences in other channels. There are many patterns depending on the matrixing method used, but all have gaps from which no sound originates.	In discrete four independent channels are kept separate from their source to reproduction. Channel separation on CD 4 discs have been measured to 35 db, virtually 100% as heard by humans. A spherical pattern of surround sound is formed.
- 6 -	- 10 -

COMPATABILITY

The ability for a system to be used with existing equipment under current standards prescribed by government regulating agencies throughout the world.

MATRIX MATRIX	DISCRETE
Fully compatable.	Fully compatable if a demodulator is used.
- 10 -	- 10 -

---

1. Ken Sessions, Four Channel Stereo, pp. 82-84.

ECONOMY

The system must not incur any excessive expense on the buyer and be at a price comparable to equally efficient existing equipment.

MATRIX	DISCRETE
Matrix involves the need for a decoder, rear channel amps and two extra speakers if converting from stereo to quad. Existing FM stereo stations need no modification to play matrix discs.	Discrete needs rear channel amps, demodulator, four channel cartridge and stylus, two extra speakers and CD–4 discs for program material if converting from a stereo system. Present quad systems will require the demodulator and four channel cartridge and stylus and CD- 4 discs as program material. FM stereo stations will incur a considerable expense to get a four channel generator, CD–4 discs, four channel tape decks and tapes, double the minor equipment (mikes, controls, etc.) and four channel cartridges and styli.
- 10 -	- 7 -

HIGH FIDELITY

The systems must meet the current standards set by the audio industry for high fidelity with regard to uniform frequency response for the 20-20,000 Hz range, minimum distortion, a tenable increase in the signal-to-noise ration, and low noise.

MATRIX	DISCRETE
Meets the standards	Meets the standards
- 10 -	- 10 -

In adding up the scores I have given each system the totals are:

Matrix . . . +36 Discrete . . . +37

This is very close but the most important criterion was not mentioned and that is the reality of the sound produced by each. After having listened to countless hours of each format as part of the research for other papers I have written on the subject, I would give a +9 rating to Matrix and a +3 rating to Discrete.

In spite of its commendable characteristics Discrete four channel sound is still not like reality. There seems to be a psychological illusion ingrained in the mind of the listener. This is analogous to seeing in three dimensions naturally and experiencing a sharpening of this subliminal perception when we look into a stereoscope viewer. The closed system gives the scene an artificial look. I think this is what happens when we hear Discrete (CD-4), hence it has a sound that is a bit artificial.

Technology may ultimately condition the minds of the masses to respond to reality and artificial reality as one in the same, but until that happens we should sit back and listen to the music of Discrete four channel not with a critical ear, but to enjoy the newest, and to date, the most realistic reproduced sound man has ever heard.

I feel matrix has fallen short in reproducing this realistic sound, but technology is constantly advancing and the day will come when Matrix will run neck and neck with Discrete. It's not impossible – after all, Thomas Edison's technology did the impossible almost a hundred years ago, and that was just the first step.

BASIC PRINCIPLES OF FOUR CHANNEL FM BROADCASTING USING THE DORREN QUADRAPLEX SYSTEM

Tye J. Idonas
San Francisco State University

Popular acceptance of any basic engineering development usually dictates – from the standpoint of progress and financial return – that the initial concept be broadened to include whatever is technically and economically feasible.[1]

Broadcasting is no expection. From the initial development of transmitting messages and music over the airwaves to the present day sophistication of high fidelity, stereo, and multiplex broadcasting, achieving greater realism in reproducing sound has been the struggle and victory of many men. Recently, a new concept, one which expands the left and right spatial illusion of stereo to one of all-around space and reality, has been driving headlong into the forefront of sophisticated sound reproduction. This is four channel quadraphonic sound.

This new audio system is following the premise of broadening the concept by entering broadcasting via FM transmission. However, quad is currently in the middle of an intra-industry battle to determine which format of four channel sound is better and why. There are two proponents in this battle, those who favor the extensive use of matrixing (combining the four quad signals at the source and then separating them at the receiving end) and those who advocate the discrete approach (keeping the four signals separate from the origin to their reproduction).[2] Matrix four channel is ideally suited for FM transmission because it requires virtually no modification to existing equipment. It is done by simply playing stereo records that have been previously encoded by one of the existing matrixing methods.[3] But because discrete is dealing with four completely separate channels, there has been more difficulty in devising a system which could broadcast it without making major equipment changes at the transmitting station.

In 1969 a young San Francisco man named Lou Dorren tackled the problem of broadcasting discrete four channel sound. Dorren felt that the matrix approach was not producing true four channel sound and that it was "merely a clever advertising stunt perpetrated by mercenary manufacturers to bilk an enthusiastic four channel bound public of millions of dollars."[4] The big obstacle was to devise a system which could maintain the current high standards of the government licensing agencies throughout the world – total compatability with existing equipment; unqualified directionality and channel separation; reproduction of the 50 Hz[5] to 15,000 Hz audio frequency range for all channels; minimum distortion and channel to channel crosstalk; and a tenable increase in the signal-to-noise ration.[6] Dorren approached the problem from a compatability angle, which other proposals tended to ignore, and he contended that the bandwidth of an FM signal was sufficient to allow transmission of four discrete and compatable signals. His plan was to expand the present stereo multiplexing system.[7]

In FM broadcasting the amplitude of the transmitted wave is kept constant and the frequency of the wave is varied (modulated) in accordance with the message information which is the electronic signal equivilant to the physical fluctuations of sound.[8] The complexity of the information waves results in the need for a composite wave to carry the message. This is achieved by modulating the carrier waves containing the information with the utilization of sideband frequencies. In the receiver the carrier wave

---

1. Louis Dorren and James J. Gabbert, *"The Dorren Quadraplex System of Four Channel FM Broadcasting."*
2. Tye J. Idonas, *"A Comparative Analysis of Matrix and Discrete Four Channel Discs."*
3. Ken Sessions, **Four Channel Stereo From Source to Sound**, p. 126.
4. Louis Dorren and James J. Gabbert, *"The Dorren Quadraplex System"*, p. 13.
5. Hz (hertz) is the accepted symbol in the audio industry for cycles per second. It was named in honor of the German physicist Heinrich Hertz.
6. Louis Dorren and James J. Gabbert, *"The Dorren Quadraplex System"*, p. 2.
7. Ken Sessions, **Four Channel Stereo**, p. 126.
8. Frederick Emmons Termon, **Electronic and Radio Engineering**, p. 4.

and the information in it are separated. The carrier wave is dissipated while the message travels through the electronic hardware to be reproduced as audible sound in the speaker.[1] However, the theoretical maximum of side bands cannot be employed by an individual channel because an adequate frequency margin must be maintained to prevent crosstalk between adjacent channels.[2] Dorren said that the FM bandwidth was wide enough to accommodate the four separate signals used in quad.[3]

To better understand Dorren's proposal, let us examine how stereo is broadcast by the use of carrier waves and multiplexing. Discrete stereo implies the total and continuous separation of two signals from their origin to their reproduction, but to transmit two separate signals would require two transmitters and two receivers and would be inordinately costly and technically complex. Instead, a pilot carrier signal is used upon which more than one signal can be transmitted.

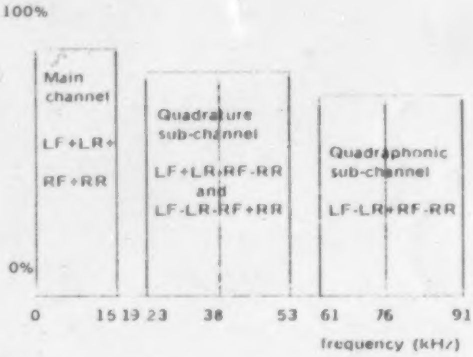
Stereo is comprised of two signals which are the sum of the left and right information (**L + R**) and the difference of the right and left information (**L - R**). This difference information can be carried by a 38 kHz subcarrier wave simultaneously with the pilot carrier which carries the sum information. When the waves reach the stereo receiver the subcarrier signal is detected by a discriminator built into the unit and the difference signal is extracted. The algebraic sum of the two signals results in a left signal and a right signal, hence stereo.[4]

Basically this is the idea behind Lou Dorren's quadraplex[5] system. But it goes several steps further by including not just left and right information, but also front and rear information.

In stereo broadcasting the sum (**L + R**) signal is called the main channel and the difference (**L - R**) signal is called the subchannel. With the introduction of left and right rear signals in quadraphonic sound, the equations are expanded. Now the main channel is the sum of all four signals (**LF + LR + RF + RR**). The equivalent of the stereo subchannel in quadraphonic broadcasting is called the "quadrature" channel and it is made up of two distinct carriers at 38 kHz. The first of these carriers holds the information for the left front and rear channels minus the right information (**LF + LR - RF - RR**), and the other carries the information for the right front and rear channels minus the left information (**LF - LR - RF + RR**). Still one more subchannel is required for four channel broadcasting. This is called the "quadraphonic" subchannel, located at 76 kHz, and this carrier signal is modulated by the difference of all the signals (**LF - LR + RF - RR**).[6, 7]

This set up is totally compatable with existing monophonic and stereo receivers (refer to Diagram 1.). Mono receivers will detect only the main channel (sum of all the signals) and therefore reproduce all the information it contains. The stereo receiver discriminator will detect the 38 kHz subcarrier and will extract both the sum and difference signals which will result in stereo. A quad receiver, built to detect the "quadraphonic" subchannel, will extract the entire difference signal which added to the previously mentioned main and subchannel signals will result in discrete four channel sound.[8]

DIAGRAM 1.



The spectrum of the Dorren Quadraphonic Signal.[9]

---

1. Interview with Melvin E. O'Boyle, Systron-Donner Corporation, Concord, California, 25 April 1974.
2. **The Way Things Work**, vol. 2: p. 534.
3. Louis Dorren and James J. Gabbert, *The Dorren Quadraplex System*, p. 3.
4. Interview with Jerome Torczyner, Quadracast Systems, Inc., San Mateo, California, 23 April 1974.
5. Quadraplex is the term which has been accepted by the audio industry to refer to discrete four channel broadcasting.
6. The resulting Algebraic sums areobtained when consideration is made for the electronic inverters built into transmitters and receivers. These considerations are beyond the scope of this paper.
7. Louis Dorren, *Dorren Quadraplex System: Laboratory and Field Tests*, p. 3
8. Interview with Jerome Torczyner.
9. Louis Dorren and Jerome Torczyner, **European Broadcasting Union Review**, 138 (April 1973): 4.

FM quadraplex broadcasting is currently in the testing stages and is not available to the radio audience. The national test center is located at KIOI-FM (a 150,000 watt station) in San Francisco. James J. Gabbert, President of Pacific FM, Inc., which owns KIOI, applied for, and was granted, a Station Temporary Authorization from the Federal Communications Commission. During a two month test beginning in January 1971, KIOI broadcasted test signals and a large percentage of music from four channel tapes at selected times using the Dorren Quadraplex System. In conjunction with the computer laboratory, at nearby Stanford University, a 20,000 page computer study was compiled on the results of these exhaustive tests, which also included listener reaction. The results proved that the Dorren Quadraplex System performed in accordance with all of its theoretical expectations. Subsequently, Pacific FM submitted a petition for rule making to the FCC that would permit four channel broadcasting under this system. Within four days the FCC responded, an action which usually takes six to nine months.[1] Obviously they were impressed.

At Quadracast Systems, Inc., in San Mateo, California, where Dorren is research director, work has continued to satisfy all the objections of the industry. As of this writing, the Dorren system is undergoing another series of tests at KIOI, the content of which is confidential, and the results are expected to lead to the beginning of quadraphonic broadcasting at the end of the summer.[2]

Quadraphonic broadcasting is making headway and much of the credit is due to Lou Dorren, who transcended the conventional way of thinking in the industry, openly fought the proponents of matrix four channel at industry conventions, and moved ahead with his associates to make discrete four channel broadcasting a reality.

---

[1] Louis Dorren and James J. Gabbert, *The Dorren Quadraplex System*, p. 16.

[2] Interview with Lou Dorren, Quadracast Systems, Inc., San Mateo, California, 18 April 1974.

TELECOMMUNICATIONS AND SOCIAL IMPACT

Joan McKenna
President, Quantum Communications
Palo Alto

When we speak of technology, most of us have a mental image of gadgets, wires, hardware . . . all the machines that we see around us in industry, business, and the home. Yet the true definition of technology encompasses much more. Technology is the **totality of the means** employed to provide **objects and services** for human sustenance and comfort. To a society, therefore, technology represents the methods; processes; institutions; and products in use or available to its citizens.

What we, as citizens, see in our gadgets and devices is but a small part of a broader, changing, interactive network of processes and products, and most importantly, people. As new processes develop, new products become usable and the type, definition and level of human skill is affected. A single technology pyramids its processes and products on other technologies. A small change in one area of production, service or materials can have wide scale ramifications on the society, the life, and the livelihoods of its citizens.

The nerve systems of the society – critical to its functioning and affecting every process, institution and person – are the communications technologies, the human and hardware systems that enable information to flow between people, institutions, government – everyone. Changes and developments in communication technologies have, as a result, the broadest, most forceful and most far-reaching impact upon the society and all other technologies within it.

The impact or potential impact of communication services is our concern here. Bidirectional (two-way) information systems will become available to major portions of our population within a decade. The public understanding of these new developments and the services which are possible through them is critical to every citizen. Development of the new systems and services indicate far greater consequences of unprecedented changes in our lives and in the fabric of our society in future years.

Foretelling the future is a risky business, to say the least. We favor, instead, a heuristic[1] approach, attempting to give the mosaic patterns of cause and effects becoming visible. These may be helpful, nonetheless, since we must plan **in anticipation** if we are to see the greatest benefits from the communications technologies.

Keen interest has developed in the vast potential of bidirectional television, especially in the areas of information and data services. Technological developers envision unprecedented services in an almost awesome array. Vision precedes realization, however. Feasibility, from the financial end, depends in large measure on the market for such services. No simple precedent exists to indicate whether the public will find the costs, systems of services or content of services valuable or even attractive.

To develop realistic guidelines for evaluating the feasibility of the new technologies and services of cable, we must look to the broader patterns of technological and service development within contemporary society. By doing so, perhaps we shall find a continuum from which to see our present and choose our future.

There are many areas and many questions which we do not address here. We seek to identify a perspective from which to view the growth of telecommunications in this society.

Following the patterns of the industrial revolutions that have taken place throughout the world, wealth (a concentration of power) accumulates when an individual or group successfully extends goods or services to more people. Universal "needs" of a society for its well-being and the well-being of its citizens create **utilities**, or concentrate power otherwise in **"sole source" relationships.** The latter include monopolies, franchises and proprietary rights over materials or services – a pattern encompassing the traditional "utilities", and extending to include small private enterprises such as neighborhood grocery and retail stores four or more blocks from supermarkets or discount retailers. The elderly, mothers with young children, or people living in an area without reasonable transportation become dependent on the small distributors in their neighborhoods. "Costs" of goods or services are relative, therefore, to the **process** involved in acquiring or accessing an item. Convenience and availability become critical to effective marketing.

---

[1] heuristic: serving to guide, discover or reveal; valuable for empirical research but unproved or incapable of proof.

As the industrial revolution continues, the technological **capacity** of the society expands. Greater variety and volume of goods and services become available. The "needs" of the society likewise change. The definition of "needs" extends more and more to the **totally available goods and services** within the society.

In addition to greater availability of goods and services, public awareness of the goods and services must be present. The emphasis on education and mass media in the last thirty years in the United States has enabled the population to develop not only an awareness of the range of goods and services available throughout the society, but also to recognize discrepancies in the availability of and access to these resources.

Social unrest is the common euphemism for the frustration, anger, and injustice caused by the **knowledge** of discrepancies, and the implications of "selective availability" on social and economic classes.

Two aspects emerge: people place an increasing value on **knowing** what the society has available in order to determine their rights and status, and demands increase for **access** to resources and services on a universal basis.

More "needs" are defined as information concerning services and goods spreads, and more "utilities" are formed to address the new demands. The actual pattern is then: **First cycle** – information creates awareness; awareness creates demand (primary market); demand creates secondary markets for the goods and services needed to manufacture and deliver the new product or service; **Second cycle** – the activities of the secondary markets stimulate yet more information flow to the public and to developers; awareness creates a yet greater demand in the primary market; the original products or services are diversified to meet "special demands"; secondary markets are again stimulated and the cycle continues until "saturation", i.e., when the public market will not support additional diversification or volume production.

Those familiar with the advertising industries will recognize the marketing and distribution patterns of new product development in this scenario. Yet, we wish to emphasize that the patterns hold true for social and political ideas, issues, and actions and does not apply **only** to commercial production. Industrial expansion will seek the means of developing new markets. Yet, government, as a form of corporate activity requiring that demands and "needs" of the society be fulfilled, is not an exception to the pattern.

Government invests in both the development and availability of social, economic, and political "services" meeting the new "needs" of the public.

The transfer of information is critical to the development of all present and future goods and services, since major decisions as to "market", "costs", and "supplies" must be based upon information, the communications content. The role of communications technologies, the scope and availability of communications services, and the diversity of communications content affects every stage of production and supply in all services and industries. Developing nations, as an example, invest heavily in their communications capabilities. They have discovered that communications development precedes economic and social development of the population.

The communications and telecommunications technologies, as the means of making **information** concerning the rights, privileges, services, and goods **available** to the **largest** number of people, has – by our definition of such – a "utility" nature, since it serves as the **means** of greatest service. With the increased public demand for information of available goods and services, attention has returned again and again to the communications technologies. The inevitable result of this renewed attention has been increased public awareness of existing "information industries", service potentials, and the impact of communications technologies on the social, economic, and political decision making processes.

A greater demand results for information directly concerning the communications industries and their capabilities. With this "market" being served, additional demands will develop for access to information about specific areas of social, economic, or political concern. These demands, in turn, will stimulate the development of communications hardware and services (secondary markets), ramifying again until saturation is achieved.

We are now engaged in the first cycle of supply and demand on communications information and are passing through the secondary markets activities of this pattern, i.e., information is being disseminated to the public regarding the communications technologies and the public "demand" for special services is growing.

As the telecommunications technology expanded and diversified its services during the 1950's and 1960's, greater demands for goods and services of an **informational nature** resulted. Education, counseling, referral services, data as such, became defined as **industries**. Buying clubs, cooperatives, consumers' unions legal services, community organizations, neighborhood associations, etc., developed to enable more people to share **information** on available services and goods.

Within the communications industries, the repeated appraisal of information markets and services during the 1950's and 1960's caused greater focus on and concern for diversified communications development, in particular **cable television development** as the means of serving the largest information market. The larger the market, the higher the economic stakes. **The technology that can deliver the broadest range of services to the most people supplants lesser technologies with more limited services or distribution capabilities.**

Where an evolutionary change – in the hardware or process – takes place, new alignments of "wealth" or "power" are possible and certain events take place.

Once it becomes **known** that new technology will be able to deliver a means of making information, goods or services available to a larger number of people, the technologies that will be supplanted demand that their rights be protected. They will use the new technology first if it extends their exisitng systems, markets and self-interests, and oppose it wherever it threatens their "monopoly" on the market.

Pressure from the existing technologies forces regulation and legal limitations on the new technology. These regulations serve to impede the development and expansion of the new technology **unless the demand for goods and services is greater than what the existing technology can meet**. We can see examples of this in UHF television, for instance, which economically survived the legal restrictions that the VHF interests "imposed", only in areas where the VHF services were insufficient to meet the public's demands for services. Cable television, as another example, when its primary service was improved reception, had unimpeded expansion in areas where broadcast signals were poor or were not received at all. However, once the cable industry began importing independent broadcast programming from distant cities, and began substituting advertising, severe opposition was raised by the broadcast and network interests – their monopolies on audience and advertising revenues were threatened.

Once it becomes apparent that a new technology will respond to the demands of the public in a broader or more diversified manner than the existing technology, efforts develop to supply the goods, services, and materials required to mount/construct/market the new systems (secondary market activities). The first thrust is in the hardware and raw materials needs. The second is in the legal/political realm to insure business survival. The third, and eventually the most profitable, is in the development of the "software", i.e., services and informational areas that are the "goods" the public will need/access/demand.

Each older technology communicates information about the new technology – via telephone, telegraph, television, radio, and print – as well as through the organizational and educational "grapevines" to make the public further aware of the services and advantages of the new technology.

As the new technology expands, develops, diversifies, information concerning both the existing goods and services **and** potential services and products moves ahead of the visible and available, often obsoleting services and products recently made available/consumable to the public. The market for "newer" services begins to form **before** the hardware organizations or services are available. This dissemination of information creates high visibility, especially of the economic potential of the technology, often snowballing both the interests and the opposition and bringing the issue to one of "public concern". Social interest groups form; government steps of surveillance and regulation; business begins to **anticipate** the demands and services of the public and private sectors for information and services. Greater activity and more information dissemination is the result.

The increased volume of communications over many media informs the public of existing services available through the new technology, but also communicates the potential ("blue sky") services and systems of service – the cost, process, scope, delivery procedures – envisioned to make the new technological services available publicly.

Whether the public will sooner or later receive the envisioned services is determined by the economics of delivery systems – new equipment costs and secondary market activities – and current costs for similar services available from other, more established technologies.

Communications technologies reflect this pattern. If good services are available "free"[1] to the public, such as broadcast television, the public will not pay for duplicate services. If the "information" delivered is general or mass oriented, but greater in volume and has better technical quality, the public will pay a small and reasonable price for the **improved reception** and **diversification** (initial definition of cable service and market). People are willing, however, to pay more for the convenience of **specialized** or **individualized services** answering specific interest or problem areas.

The market for individualized services is the largest and most diversified. **The trend of all communications evolution in organization, hardware and service patterns focuses on providing for the specialty needs of the individual at the time and place most convenient for the user.** We use the term **individualized services** for this development goal.

---

[1] Broadcasting terms itself a "free" service to the public, because the public does not pay at the time the information or programming is seen. Consumers pay for mass advertising through media in the higher costs and limited diversity of products available through the retail stores. Advertising costs account for 40% or more of the cost of goods to consumers.

COMMUNICATION AND HUMAN SURVIVAL

Geraldine B. Lange
San Francisco State University

In a recent research proposal entitled ***Human Survival and the Mass Media of Entertainment***, Dr. Roderic Gorney defines entertainment as

> ***. . . an ancient distraction from misery, refined by the Romans into an effective method of controlling people by diverting them from reality.***

Dr. Gorney, a psychiatrist and member of the Department of Psychiatry, Neuropsychiatric Institute, University of California, Los Angeles, School of Medicine, also feels that

> ***. . . urgently needed for human survival is a means of influencing large numbers of people to put into rapid action those measures which could neutralize such major menances as pollution, overpopulation, and violence.***

To date, mass media has not yet met this challenge. And if one tunes in to current vibrations, it has no future plans to do so.

This becomes frightening when you consider Dr. Gorney's further observation that

> ***. . . surprisingly little research has been done to elucidate just what effect mass entertainment produces, or how such effects are achieved. More importantly, almost nothing is known about how to use such a powerful modality to influence deliberately the attitudes, values and behavior of people with regard to problems which directly threatened the survival of the human species.***

Dr. Gorney continues to say

> ***. . . it is alarming that at present, television operates mainly under rigorous and final institutionalization of censorship and thought control exercised by broadcast executives to produce programs deliberately designed to have no resemblance to reality. Therefore, this potent means of enlisting millions of people in the struggle for human survival is wasted or even allowed to foster our extinction.***

These are strong words and go to the heart of what has gone wrong with mass media. If we should have learned anything from the Romans, it was that Rome burned while Nero fiddled away, and the people so diverted from reality, that they very possibly never knew it fell!

Not only are Americans deluged with mediocre programming, far removed from the realities of life, we are now witnessing such an overlap of fantasy and reality that one cannot be sure anymore. A case in point is the recent shooting and bank robbery that took place in broad daylight, while some citizens, noticing so many policemen in the area . . . thought they were shooting scenes from "Streets of San Francisco".

About two years ago, I visited the BBC in London, to ask if it was possible for the United States to have television like the BBC. The British broadcaster said, "No, because our media is here to inform and educate . . . yours is there to entertain."

Ask any top level broadcaster why and he'll tell you it's because Americans are a bunch of uneducated masses of people with about a 7th grade level of intelligence. They're not intellectual and they don't like anything complicated! So, broadcasters pander to the lowest possible common denominator, seeking to entertain. Now, if this is the case, then we should be producing documentaries on why we keep paying for an educational sytem that is producing a 7th grade mentality in its citizens.

But, I don't think that is the case. It's simply a good excuse to keep grinding out second rate television shows for public consumption. I reject, outright, the concept that Americans have a low level capacity for intelligent, first rate television. The success of the outstanding BBC productions sent to this country attest to that.

I think we are a nation and a people trying to reach out to the world in a more meaningful way to communicate ourselves to others. There is a large dichotomy between what we **are** and how others **view** us. **We must close that gap.**

How long shall we fool ourselves, that we have had something to say about how media has been used? We've been doing the same things over again because we fear new ideas. We need to encourage a diversity of attitudes and values so that people can intelligently choose ... rather than give them a restricted and deficient diet of very few choices. This is the balance that makes objectivity a reality.

I believe one of the reasons Orwell could predict 1984 so accurately, is because he understood human nature so well.

We really don't want to accept the responsibility for our lives. We want Big Brother to do it. How else could we have so little to say about what has happened to us. We have investigated all manner of space . . . except **inner** space . . . that secret place that can tell us who we are. I don't really think we want to know.

With our life support systems steadily being taken from us by the corporate structure, we stand by like little children, instead of demanding that the free press, under the First Amendment, along with television, operating in the public interest, start investigating these shortages. And what about race relations? Has the media used its powerful force to bring about understanding the many diverse cultures in its midst?

Let's look at the current racial strife emerging right here in San Francisco. Has any newspaper journalist or television reporter investigated the onset, of the rash of kidnappings, murder in the streets, and emergence of the Nazi party . . . one right after the other . . . almost in concert with one another. Who's the conductor? I'd like to know. Maybe there is no conductor. But I'm left with rumor and innuendo, because no one seems to be able to get the facts. Are we afraid to ask? Is anyone planning a documentary on the changing views on constitutional rights? The impact of international events on internal race relations? What about a poll on how Americans felt viewing "Judgement at Nuremberg" more than 10 years ago, and how they felt after viewing it on television recently? I think the results would show just how far we have become conditioned to accept the dehumanization of men, and at the same time gain new insights into Orwell's accurate predictions.

Television news has come under critical attack recently as no longer being news. Perhaps we have arrived at "happy talk news" because we've become so deadened by being fed one kind of news for so long, and deprived of good news for so long, that we just don't expect to hear it anymore. But the lack of good news is not because there **is** no good news, but because we have become conditioned to the assumption that the only good part of all the bad news we hear are the "happy comments" interspersed spontaneously on a moments notice by our newscasters. We don't seek out good news because we've been programmed to respond only to violence and sex. Our news, like everything else, is a reflection of ourselves and our needs. But again, where does the responsibility lie? Who gets us off this merry-go-round of death?

I don't pretend to know the answer, neither do I feel it is the sole responsibility of the broadcaster alone to find it. Every American is charged with the responsibility of doing something to save the human species. However, the broadcaster, by nature of his profession, has a unique opportunity to project this understanding to large numbers of people everywhere.

There are over 200 million Americans living within these boundaries of the United States. Many forces have succeeded in keeping us apart. As a result, we have become fragmented, spiritually impoverished human beings. We have made ourselves ill, not only by what we have done to each other, what we have said to each other, directly and through the media, but also that subtle area of what we have thought about each other and not expressed. Changes are going on around us at such a rate of speed . . . with so much information being thrust at us, we have become confused.

We have been programmed to either survive or self-destruct.

At a time of unprecedented achievement in the world of technology and communication, our human survival is at stake. Our world is slowly dying right in front of our eyes, and we go on fleeing from reality . . . **begging to be entertained**!

Who's responsibility is it to do something? . . . Where does one begin? . . . We can start by preparing America to see itself as other see it. Americans live in an unreal world. This country has decided how it will view itself at the expense of everyone else.

We can begin right here, you and I, at this conference – by declaring our affirmation for life and by not abdicating our responsibility to that life to those involved in a national pastime of death.

Let us reaffirm our dedication to all that is living . . . to leave a legacy for those who will come after us, enabling them to use the means of Communication to lead to a greater understanding of ourselves and the ultimate freedom of Man's right to know.

TELEVISION NETWORK NEWS: CAUGHT IN THE MIDDLE

William C. Wente, Ph.D.
Professor of Broadcast Communications Art
San Francisco State University

The field of news is so vast and so important today (so much a part of our lives, in fact), that I found it difficult to narrow the subject for my talk to you to a single thesis. The more I tried to focus on that elusive thesis topic, the more it seemed to fly out of my grasp and become a part of the ether, where all of our words go eventually. And, like all the millions of words and ideas on the newscasts of today and yesterday, in that ether, they join the graveyard of past expressions to be lost forever.

Here I am, having already doomed my thoughts and words without having really uttered them. Least I be dubbed a fatalistic existentialist, I'd better assure you that I **did** settle on a topic, one, in fact, very close to an overriding concern I've had for some time – a concern for the status of television network news. That interest has helped me to decide to share with you today an overview of some of the major problems, as I see them, iin the area of television network news. I hope all of you share three things in common with me so far.

- That you have a television set in your house, perhaps more than one set.
- That you watch the evening network news programs, and
- That you really care about the dissemination of information and news in our society.

If the third is lacking to any great degree among you, I really **am** in trouble.

However, if you consider yourself average, I really don't have to worry that much. Because the average person in America **does** watch television news, not only watches it daily but relies upon it as the most believable source of information. Many polls since 1963 reaffirm this fact. In that year Gary Steiner's book, ***The People Look at Television***, was the first fully documented and well sampled study to show that the public uses television as its main source of finding out what is happening in the world.[1] The public also tends to place more credibility on television news than on newspapers or radio, perhaps demonstrating the "seeing is believing" idea. Later surveys by Roper and by Harris, as recent as last year, substantiate the earlier conclusions, with 67% of the respondents in the survey thinking that television news was fair and balanced.[2] Other studies show that 19 million people watch CBS, 18 million watch NBC, and 14 million view ABC news nightly. That makes a total of 41 million Americans who get their ideas of the day's events from across the country and the world from television newscasts. That, we must admit, is a large viewing market.

Who is responsible for feeding this huge market its daily diet of news? Mainly three organizations based in New York City, each made up of approximately 200 employees. It is important, however, to focus on the decision makers – the network executive producers and editors who have the ultimate responsibility of deciding what should be put on the air. Additionally, the decision makers must articulate the policies to be adopted as current and future guides for the employees within their organizations. When I visited and studied the network news organizations in 1967, I was quite impressed with the statements made by the executives concerning their awareness of what news should be and how it should be handled. (Most had come from a long tradition of print journalism.) Keep in mind this was during the race and civil rights turmoil when every evening contained a substantial portion of stories covering that large subject of race relations. It was at this period of history that some time at conferences was devoted to whether to refer to the subjects of civil rights as "negroes", "colored people", or "blacks". A small minority at that time kept saying "refer to us as blacks."

---

[1] Steiner, Gary A. The People Look at Television.

[2] What People Think of Television and Other Mass Media from 1959-1972.

What was the role of the network news organizations in this period, I asked myself when I was there. In fact, I realized then, as I do now, that it's necessary to determine what the function of news is and the function of the news organizations, in order to be able to access the worth of such news gathering and disseminating groups as the networks. The function of news in a democracy, I believe, is to keep the body politic informed about what effects our present as well as our future. Well, that seems like a relatively simple and easy task. It is, until you consider informed about what and whom? If you mean information about the government, you immediately run into trouble, into what I consider the affairs of a natural "enemy" of the network news. While the networks want to let us know what the national government is doing, that same government doesn't like the networks probing into its affairs which make it appear less benign or efficient. There is an immediate conflict. While the purpose of the politician is to keep himself in office and to run his affairs unimpeded by outside forces, members at the networks want to show what the government leaders are doing wrong and why, in fact, a particular person might be unsuited for his office. Some newsmen take this purpose and task so seriously as to place them squarely under an operational theory called the "social responsibility theory" of news. They see themselves not merely as a reflector or mirror of events but rather as an active participant in bringing about social reform. It's true this role is assumed more often by print journalists, such as Jack Anderson or by members of the so-called "underground" press. But some television people consider themselves crusaders or muckrackers also. Because of the necessity for objectivity, however, their battleground is not the newscast itself but rather the commentary sections of the newscast clearly labeled as such. Another forum for the crusader's views is the documentary program which is all but dead in 1974 and about which I'll say more later.

So networks, as all the press, is in almost constant conflict with the government. Unlike its ally, the newspaper, which operates under a free and unhampered environment, network news operates, in an indirect way, under the government. While it has no direct control over programming, the government, through the Federal Communications Commission and more recently through the Office of Telecommunications Policy, exerts a pressure on the networks which has brought many persons to the firm conclusion that the First Amendment's right of freedom for the press is now being violated. One of the most famous examples is the subpoena and contempt citations by the government against CBS and Frank Stanton, after the network aired the program, "The Selling of the Pentagon". The government contended that it needed the outtakes and notes the network had as material for its documentary which exposed the efforts of the government to publicize the pentagon's military program. By throwing out the case, the courts struck an important note for the freedom of the press. If news organizations are required to submit their notes and unused materials, it is evident that there would be little or no effort to do investigative reporting. Efforts to expose corruption and graft in government would be curtailed. The networks would be spending most of their energies and expense in defending their rights rather than in probing into all areas of news about which the public has a right to know. A serious blow has been dealt to access to news sources, however, by the court decisions in June of 1972 involving three newsmen whose cases will be talked about in the annals of journalism for decades to come. They are Earl Caldwell of the ***New York Times***, Paul Branzburg of the ***Louisville Courier Journal***, and Paul Pappas of **WTEV-TV** in New Bedford, Massachusetts. Caldwell and Pappas were subpoened but refused to testify about black radicals with whom they had a rapport; Branzburg was to be questioned about alleged marijuana and hashish offenses. Each man asserted that to testify would destroy his confidential relationship with his sources and would impede the flow of information to the public. They contented that the First Ammendment's free press guarantee shields them from having to comply with the subpoenas.[1]

With the Supreme Court ruling against them, the result could well be what has been the worst fear of newsmen – that their access to sources will be impeded and, without some kind of protection their news sources will dry up. People will be afraid to talk to newsmen confidentially and newsmen will be unable to bring news about criminal activity to the public.

---

[1] **Press Freedoms Under Pressure, pp. 15-16.**

Another demonstration of government antagonism to the news and an ensuing pressure on the news media was focused in the attacks by former Vice President Agnew. It is no mystery that the impetus for the attacks came from a still higher office and resulted in these phrases: "vast unchecked power in the small unelected elite" and the "drivel disseminated by the liberal news media".[1] This speaker before you now hopes those acrimonious, alliterative allusions – so much a trademark of Agnew – didn't escape your awed attention. Such statements, which were designed to cast suspicion on newsmen, prompted Walter Cronkite later to remark:

> ***While it would take extraordinary gall for the administration to resume its attacks on the press now [after Watergate], the atmosphere it has created will take some time to dissipate, and it has set in motion a train of events that still present a serious danger to our freedoms of speech and press.***[2]

It is significant that the attacks from the President's emissary subsided following Watergate and, of course, have stopped altogether, since that source no longer occupies a position in the administration. However, rather than a stoppage of the attacks on news, there has merely been a shift in efforts by the administration. The concentration now is within the Office of Telecommunications Policy, set up recently by the President. The young spokesman for that office is Clay Whitehead whose ominous and veiled threats are worth quoting:

> ***I think we have a right to expect from television journalism the highest standards of professional journalism . . . if they don't change voluntarily, then the public has no recourse but to induce changes, the lifting of licenses of individual stations.***[3]

One of the suggestions from his office was to make network stations across the country responsible for monitoring the network newscasts and for eliminating the portions which the stations felt were biased. Besides being an indefensible plan, it would be impossible to enforce solely on the basis of trying to define bias. Bias according to whom? . . . the administration – the man on the street – news directors across the nation? The suggestion from Whitehead's office prompted the following response from Walter Cronkite:

> ***This Washington atmosphere so repressive to the free press is now further poisoned with the attempt to bring the network news programs to heel by making them responsive to the local stations, where the government has licensing power and thus can bring political and financial pressures to bear.***[4]

This type of direct government intervention has helped shape the battle between the network news organizations and the government and helped solidify the positions of each.

The government, it seems to me, has the greater inherent position of power, by virtue of the authority resting in both the executive office and in legislation passed by Congress. Further power is on the side of the government through the Federal Communications Commission. This regulatory body has, among its other duties, the responsibility to see that Section 315 of the Communications Act is adhered to. I'll not discuss the many restrictions this Act imposes, even though this is an election year. Instead, I'll pass on to another momentous decision by the FCC which deals with a requirement that has become known as the "Fairness Doctrine". This obliges the broadcaster to afford reasonable opportunity for the presentation of contrasting viewpoints on any controversial issue which he chooses to cover.[5] Therefore, when any broadcaster presents a particular point of view concerning an important issue, he is expected to give air time to counter viewpoints. On the surface, this is a fair proposition and ideally keeps a broadcaster from becoming a demagogue. If there was no outside power to check his fairness, the broadcaster could

---

1. **Time**, November 21, 1969, p. 20.
2. Walter Cronkite, **Vital Speeches**, p. 522.
3. **U.S. News and World Report**, February 19, 1973, p. 48.
4. Walter Cronkite, p. 5[illegible]
5. Frank J. Kahn, ed., **Documents of American Broadcasting**, p. 375.

present only a biased point of view and the public would be robbed of the knowledge of contrary opinions. However, as applied at the present time, the "Fairness Doctrine" could have the effect of silencing the broadcaster and encouraging him not to delve into any issues of a controversial nature

The most recent occurrence detrimental to network news was the FCC decision concerning an NBC documentary program titled "Pensions: Broken Promises". The network news organization sought to show the inadequacies of certain existing pension plans. At the instigation of a group called Accuracy in Media, Inc., the FCC decided that the network must show what is good about the pension plans they criticized on the program or about other pension plans. If this same principle had been applied to network documentary efforts on civil rights and integration during the 1960's, with its many programs during that decade, the networks would have had to give as much time to the segregationist and his viewpoints as they did to the integrationist. News should be able to concentrate more on what needs to be done – what changes need to be made – than on the status quo. It's the extraordinary rather than the ordinary which makes news and when the decision arbitrarily is made that the one side, the ordinary, is as important as the other, the extraordinary, the definition of news has indeed been compromised and news organizations will exist to congratulate the public rather than show us some of the inadequacies of our society.

The networks have begun to produce fewer documentaries each year since the 1960's until now there is almost a total dearth. With such pressures as the decision by the FCC against NBC, it is no wonder that the networks have retreated and do not now tackle gutsy, controversial issues. Instead of an investigation of the prisons or of pensions, we have a probe into the latest hair styles or the exciting life of the California doodad.

So far I've concentrated on the pressures and threats posed by the government against network news. What I neglected to say earlier, which is the title of my report this afternoon – Television Network News: Caught in the Middle – is that broadcast news is trapped midway between the government, on the one hand, and the public, on the other. Although the public relies on the networks for its news, which I stated earlier, a certain segment of the public mistrusts the newsbearer. Some viewers vent their displeasure at hearing bad news by heaping their scorn on the news bearer. Like ancient rituals in which the messenger was sacrificed, modern receivers of bad news symbolically kill the messenger. Likewise, network news becomes the target of the viewer's wrath. Whereas television cameramen and television reporters were once welcomed by the civil righters and the war activists, radical elements in the late 1960's became suspicious of the newsmen and excluded them from meetings and from demonstrations. This reaction was intensified by an odious practice of agents of the United States Government, as well as by units of local police agencies across the nation, to pose as newsmen, in order to gain access to views expressed at meetings. Once disguised as newsmen, they presumably could more easily gather information about political dissenters.

Even the FBI was engaged in similar undercover work in its admitted practice of accepting information from journalists. In the case of Carl Gilman, a television reporter/cameraman for station KFMB-TV in San Diego, the FBI paid him approximately $10,000 for his information as an informer. Dozens of cases have been documented by the 20th Century Task Force in its report ***Press Freedoms Under Pressure***.[1] The result of paid informers and disguised agents posing as newsmen is to erode the public confidence in newsmen and to dig a chasm between the news reporters and the news sources, especially affecting the radical community with whom newsmen have tried to affect a rapport. Often now the militants show open hostility to news gatherers and the suspicion is so real that newsmen and photographers may suffer bodily harm. Actually, the loser in this practice is the public which has the right to know about the activities of all people who are newsworthy.

While not exhibiting open hostility, the average viewer mistrusts the newsman because the viewer sometimes believes him to be a creator of news. Daniel Boorstin in his book, ***The Image: A Guide to Pseudo-Events in America***, gives examples of manipulation for which the viewer should be suspicious – manufactured news, for instance, in the form of news leaks and news conferences.[1] Agnew claimed that news leaks brought his criminal charges to the attention of the public. When so-called news occurrences are orchestrated and arranged with the precision of a conference and with no freedom of a spontaneous news event, then viewers have a right to be both suspicious and guarded.

---

[1] **Press Freedoms Under Pressure, pp. 29-31.**

Other criticisms by viewers have been concerned with the method of presentation and the treatment of news items. One of the most often heard complaints is the capsuled and fragmented treatment of the stories. Most stories do not go thoroughly into motivation and background, what brought about the news events. Therefore, they appear to be shallow and lack depth.

Another often heard complaint is that television concentrates too much on action and will pick out the person or incident which focues on the stronger, more aggressive physical activity rather than selecting those persons or portions that deal with a quieter and less sensational activity. Newsmen have been told to select that which creates attention. News is concerned with something that is happening which is of interest to a large number of people. To avoid action is impossible but it is possible to consider carefully the degree and type of action when making news story choices. In this area, however, the newsmen, both writers and editors, must rely on the age-old qualities of good news judgment. They are damned if they don't "tell it like it is" and they are damned if they show too much of what is real. Newsmen are particularly conscious of their judgement responsibilities in stories concerning war and crime. What to show and how much? Should they show bodies of dead soldiers? Should they project the atrocities of way? Should they "shoot it bloody", as the concept has become known?

It was interesting to note in a recent news seminar that many in the class thought some gruesome details should be shown, but would older, nonstudents accept this approach? What purpose is served by parading the ghastly and the grim? While occasionally we may have a fascination for the grisly, television news editors wisely feel this fascination is better left to other forms of communication to cover.

There is a fairly widespread effort in this country to place and to concentrate television news at the local level. The government, through Clay Whitehead as spokesman, seems to have been encouraging this effort. None would deny that local stations must put more effort into covering local events and in covering those persons generally left out of the mainstream of news coverage, particularly the minorities. However, it would be a tragic mistake to think, therefore, that the network news operations should either be made less effective or worse, dismantled completely. Who else, with large reserves of trained personnel and with the needed finances could cover adequately important national and international events? Would our local San Jose television station have covered the civil rights marches of the 1960's? Would that or any other station in the country have brought us the daily flow of that long and cruel war? Who will be the watchdog of government? Besides such obvious examples as "The Selling of the Pentagon" and the recent "Senate Subcommittee Hearings on Watergate", what individual station would criticize the administration? It seems to me this is not the time to retreat into the restricted spheres of our own small community concerns. To the contrary, it is vital that we now keep the small community circles open and connected with larger communication circles that include the nation, the world and the universe!

How can the balance of power be maintained and how can we protect our news sources from being dismantled or overrun either by the government or by the public? Some answers are being worked on at the moment and seem worthly of our brief consideration:

- One is the formation of Press and News Councils throughout the country. Although their approaches are somewhat different it is still important that members from both the print and electronic media get together to articulate and maintain journalistic standards, in addition to forming a common front with which to meet the assaults on the press. The local chapters of the Radio and Television News Directors Associations can be a significant input to the Councils.

- A second answer is the enactment by the Federal Government of privilege laws which would protect all newsmen across the nation. This, in fact, must be an immediate concern of the News Councils. States have long recognized the necessity to protect newsmens' sources and 18 states have enacted so-called "shield" laws that give newsmen some measure of immunity from the duty to bear witness. Most do no more than give reporters the right not to disclose the identities of confidential sources. New York, Michigan, and Oregon additionally protect the reported from being required to disclose confidential information. At least one bill pending in the United States Congress seeks to give absolute privilege to newsmen.

---

[1] **Daniel J. Boorstin, The Image: A Guide to Pseudo-Events in America, pp. 11 and 31.**

- A third answer to achieving a better balance of power is to eliminate or diminish some of the controls, mostly governmental, which now threated the successful functioning of the network news organizations. Besides further amendment of Section 315 covering candidates for political office, the "Fairness Doctrine" must be reexamined. Also ready for review in Canon 35 of the American Bar Association which prohibits live radio and television coverage in the courtroom.
- A fourth answer is the necessity for more time to be devoted to news, in addition to more in depth reporting. The causes behind a news event or action must be reported as well as including the traditional who, what, where, and when of the news story.
- A final solution would affect the industry to a great extent but is essential if television news is to be given more positive attention in the future. And that is the separation of news from commercial considerations. Too often news has suffered because of economic factors and because the networks have not been willing to put a larger portion of their profits into the area of news. It is my feeling, furthermore, that adequate news is virtually impossible under the sponsorship system and should be separated from commercial sponsorship.

This overview of the struggle of network news caught between the government and the public could only present the major problems inherent in the endless conflict. The most important overall consideration is that all of us in this democracy work to safeguard the free flow of news and information through the television networks, so that all levels in our society are covered — the affairs of government, the activities of business and the concerns of the citizens. Only through unrestricted access to information can we hope to discern the truth about our lives in this democracy.

BCTV: A GOOD NEIGHBOR APPROACH TO EDUCATION

Dr. Rene Cardena, Executive Director
Bilingual Childrens Television

While it has become almost trite to say that the children of a country are its most valuable resource, it is nevertheless true. Therefore, it is incumbent upon the leaders of this nation, as well as its educators and parents, to realize the tremendous importance of the formative years of a child's life, for it is during this period of time that his potential as an adult will be shaped. It is the basic philosophy of Bilingual Children's Television (BC/TV) that all children will be given the opportunity to realize his or her full potential – for in this resource lies the strength and survival of the United States as a nation.

Our main objective is twofold: while showing the child from a Latin American background that he is a great asset to the surrounding populace, we hope at the same time to expose the nation to a virtually untapped reservoir of human energy. The impact of television on the lives of its viewers cannot be denied. By using this important and powerful media, BC/TV will attempt to promote significant changes in the way the children from these homes not only perceive themselves, but equally significant, how they are perceived by society in general.

Mary Martin sang a song in "South Pacific" – " . . . you have to be taught to hate – you have to be carefully taught – before you are six or seven or eight." Horowitz, Goodman, Radke, Trager, and Davis, as well as Cook, Cobb, Yarrow and a host of others have shown that racial awareness is fairly well formed in children by the time they enter school.

Their evidence indicates that if a negative attitude accompanies racial awareness, integration is stymied, This awareness cuts across all racial groups.

Whether one views racial awareness from a psychoanalytic or social learning approach, the results support the same basic conclusion – that interracial concepts and feelings are usually crystalized in first and second grades. These social perceptions usually do not find expression until children are older, but research very definitely supports the notion that racial attitudes are formed by the time a child is 7 or 8.

Gordon Allport observed that by the time a child is 7 or 8, he has arrived as what he describes as "totalized rejection", which seems to reach its ethnocentric peak in early puberty.

Lambert's studies indicate that racial attitudes of children in the United States is fostered by negative characterization of ethnically different people on television; and that children in the United States are more positively conscious of Russians than Argentines, Brazilians, or Peruvians.

BC/TV has indicated to the Office of Education the global national need for bilingual multicultural programs that instill in the child a positive self-image on one level, and one which provides knowledge, insight and sensitivity to children whose experiences and contacts have been limited due to geographical or social distance.

The loom that weaves a society together can be the instrument of national television, but national television must provide the viewer with the kaleidoscope that is America, ignoring no one, offending no one sterotypically, but reaching all clientele with appropriate programming to celebrate differences.

Traditional educational strategies are archaic since its resists fostering an espirt of accommodation to a child's specific needs. BC/TV is attempting to humanize the educational process – attempting to humanize education to provide it with a visceral understanding that children must be embraced, touched, reinforced, and loved – and that notion can only be implemented at the pre-K level if it is to influence the child.

Planned change in education is meaningless unless the general basis of education is analyzed in terms of interrelationships between learner, society and educational institutions. As a prerequisite to such analysis, however, a distinction must be made between both symptoms and causes. A strategy predicated on contextual framework increases the probability of generating prescriptions based on needs assessment data which are in concert with identified casual factors.

What has often been viewed as casual factors such as low income causing low educational achievement also can be regarded as simply an interaction between two symptoms whose common cause has been overlooked. The results of such a process tend to produce inconsequential generalizations as the guidelines for change. The fact that current educational planning has failed to adequately assess the needs of designated target populations is evidenced by the ineffectiveness of many compensatory educational programs throughout the United States.

1. Although Spanish medium work (bilingual schooling) is a powerful educational took, it is more profitable to think of it not just as a pedagogical innovation, but as a broad **sociological movement**. Any bilingual schooling project should be tied to efforts outside the school to achieve social justice.
2. A child will not want to speak a language unless:
   - His significant others speak it.
   - His significant others have a positive attitude towards it.
   - Activities interesting to him are conducted in that language.
   - He experiences success in communicating in that language.
   - It has a positive value (status) in the society in which he must function.
3. There are several communication domains in a child's life – his home, his neighborhood, the school and other social institutions, and the **mass media**. The child's perception of the status of a language in these domains influence his attitude towards a language, the people who use it, and his willingness to speak it.
4. If children are exposed to two languages simultaneously, they can learn both just as easily as they learn one, provided the amount and quality of exposure to both are the same.

The function of language is communication, the function of communication is to end isolation. As far as minority group isolation is concerned, schooling does not seem to provide the answer pertaining to these functions. O'Reilly [1970] stated:

> *Evaluations of compensatory programs for the disadvantaged have shown that, in general, they are not succeeding in raising the achievement levels of the deprived .... It is apparent that many basic questions related to the causes of inadequate educational development remain unanswered, and that programs that will produce academic change in the public schools have yet to be devised.*

The addition of visual aids like the television to the education process seems to be a viable alternative for increasing relevant communications both within and between sociolinguistically isolated groups in the United States. Skornia [1965] recognized this enormous potential when he stated:

> *A child normally begins to watch television long before he can either read or attend school. Through his school years, the average student spends far more time per year (about 1,200 hours) with television than in classes. This situation is even more pronounced in preschool and post school years. So it would be strange if television's influence were not one of the most powerful forces, educational or antieducational, which shapes young lives.*

In its relatively short existence of 25 years, television has become a permanent fixture in 96% of the homes throughout the nation. Today's children, especially those of preschool age, have virtually been weaned on television. Research by Lyle and Hoffman [1969] indicated that 98% of a sample of preschool age children "enjoyed watching television." In fact, the average first grader watches approximately 23 hours of television per week.

There is general agreement that television has indeed influenced the developmental process of the young child during his formative years. The polemic begins when we consider **how** the medium has affected the youth of our nation: Is television responsive to the special needs of the child? What does it contribute to the child's ability to live and interact with his family, his neighbors, or his culture?

Pioneering efforts in creative children's programming can be attributed to Children's Television Workship (CTW), creators of "Sesame Street", the landmark series that began the recent and optimistic "boom" in children's television. However, none seems to be able to fill the sociocultural and linguistic needs of the child of Latin America. This obvious lack of positive Latin American role models on currently offered children's television programs is evidenced from an assessment of the 9 top shows aired in 1969 [Lyle & Hoffman]. The following factors confirm that:

1. Children of Latin American origin spend more time (57.1%) watching more television, 5 shows per day, than Caucasians (37.9%) or Blacks (48.6%).
2. Children of Latin American origin showed **no** interest in watching television programs such as "Bozo", "Sesame Street", or "Mister Rogers" family situation comedy.
3. Children of Latin American origin indicated their favorite as "The Flintstones" (40.7%), violent cartoons (14.8%), Mickey Mouse (7.4%), general cartoons (7.4%), and situation comedy (3.7%).
4. More than twice as many children of Latin American origin watch "The Flintstones" and cartoons of a violent nature than do Blacks and Caucasians.

In essence, this is a sad reminder of the failure of existing education programs to present positive rather than stereotype ethnic role models. Moreover, none can meet the specific needs of the child of Latin American origin. Learner growth does not take place in a cultural vacuum. Educational planners cannot identify differences and cultural contributions of different peoples without reference to content. the 4-8th grade level has proven to be too late to commence cultural indoctrination.

There is a need for a bilingual, multicultural children's series on television directed towards the preschool age audience. Existing educational programming has neither the educational concept nor the target audience of BC/TV. By taking advantage of television's ability to uniquely respond to the special needs of the child, and by making beneficial use of the inherent qualities of the medium itself (i.e., national scope of audience, measurability of results), the bilingual and multicultural dream of America will become a reality. In the past year, Bilingual Children's Television developed a model, **Villa Alegre**, a series of 65 30-minute shows, which celebrates cultural differences and established a standardized Spanish language base that transcends regionalism and interethnic barriers.

"Villa Alegre" will address itself to a target audience of children between 4 and 8 years of age. Ideally, it would also like to attract adults. During these formative years, the child acquires an enormous amount of information about the world around him. At the same time, he develops a set of intellectual and social skills to help him in dealing with that world. These skills, together with his concept of self, are the foundation for his later intellectural and psychological development. The BC/TV series, consisting of 65 shows lasting 30 minutes has been designed to accomplish the following goals:

- To promote cultural pluralism through an understanding and an appreciation of Latin American culture, heritage, values, and mores.
- To provide the Latin American child with an experience in which his home language and culture predominate, for the purpose of enhancing his self-image, encouraging his continued or renewed pride in his background, and bridging whatever gap may exist between home and school.
- To provide non-Spanish speakers with an opportunity to become familiar with the Spanish language, and to help all viewers recognize the advantages of speaking more than one language.
- To aid the viewer in developing the communication and problem solving skills necessary to function successfully in his environment.

- To present selected information designed to lead to the development of concepts in the areas of Human Relations, Nutrition and Food, Natural Environment, Energy, and Manmade Objects.

The content of the series "Villa Alegre" has been selected, organized and developed with these objectives in mind. It has been classified under 5 separate categories labelled as **strands** which form the most general unit of the series. These strands serve as a framework for the content area which include learning experiences commensurate with each strand.

They have been developed so that, much like the title infers, they can be interwoven from one area to the next, thus facilitating a learning experience that maximizes the interrelationships between subject areas, rather than their isolation. The strands are labelled as Human Relations, Food and Nutrition, Natural Environment, Energy, and Manmade Objects.

Language development and cultural and social awareness are also key features of the television series. They provide the environment for the presentation of selected messages from the above mentioned strands.

Two pilot programs produced and field tested by BC/TV last year received high marks from children, parents, and teachers in 8 cities across the country.

The ½-hour bilingual pilots, which were tested among audiences speaking Spanish or English contained many of the characters and educational approaches being used in the shows now in production. Hence, they were considered valid for determining program appeal and comprehensibility.

Findings revealed that 98% of the 800 children in the test sample liked the shows and indicated they wanted to see them again. Average comprehensibility for the 2 pilots were 72% and 79% respectively. Direct learning effects were demonstrated for both shows and the language segments were found especially meaningful for Spanish and English monolingual children.

Meanwhile, some 98% of the 250 parents interviewed found positive values in the pilots and 93% to 100% depending on the individual show, felt the program would promote cultural understanding. There were no significant attitudingal differences between parents of Spanish speaking and non-Spanish speaking backgrounds.

Of the 244 teachers involved in the study, 89% indicated the program would be useful in their classroom and 83% judged the content appropriate for prekindergarten through the 3rd grade. The teachers judged that 80% of the content of the pilot they viewed would reinforce their own curriculum.

In terms of overall effectiveness of individual show segments, teachers rated the average segment at nearly four on a scale of one-to-five in increasing effectiveness.

These findings have indicated to us what we had done right and what we had done wrong. Moreover, from this data base, we have been able to establish specific show by show objectives for the entire set of 65 shows.

As we have stated, our purpose is socialized change for the children of our country; to expand their world view, to reinforce their linguistic and cultural heritages while introducing them to concepts which underlies how the world works. That is our message; our medium will be TV production as guided by ongoing research.

PUBLIC AFFAIRS SYMPOSIUM

Raymond N. Doyle, Moderator
Associate Dean, School of Creative Arts
San Francisco State University

It is a pleasure for me to welcome you all to this the first symposium of the conference and to serve as your moderator. Our topic is Public Affairs Broadcasting. We are privileged to have with us as members of our panel, representatives of six stations which have been the recipients of numerous local and national awards for excellence and distinguished achievement in public affairs programming, community service, and news. It is my pleasure to present and to welcome:

Russ Coughlin
General Manager
KGO-TV San Francisco

Herb Levy
Public Affairs Director
KRON San Francisco

Len Schlosser
Public Affairs Director
KPIX-TV San Francisco

Robert Vainowski
Public Affairs and Editorial Director
KCBS Radio San Francisco

Howard Sturm
Public Affairs Director
KNBC-TV Los Angeles

Jan Yanehiro
Public Service Director
KFRC Radio San Francisco

Public Affairs Broadcasting is not a new theme at a broadcast conference. It has been the subject of speeches and panels since the first meaningful regulations controlling broadcasting were adopted in the Radio Act of 1927. Station managers and public affairs directors have been lectured, instructed, nagged, and — thankfully — praised for their stewardship by a stupefying array of concerned individuals. If the subject field has been so well plowed why should we have another go at it this morning? Could there possibly be some stone left unturned out there in the overworked soil? I submit that some astonishing things have happened out there in the field during the past five years and it's high time that we sharpened our plow blade for another run at the topic. What has happened? Here in the mid-70's . . . in broadcasting's 54th year . . . we find that radio and television's involvement in community and national affairs has never been higher. Coverage of local issues has never been more intense. Service to the public is at an all time high. Stations are producing more public affairs programs than ever before. Broadcasting has jumped into the mainstream of the hard core issues and the tide is running stronger. Stations are donating more free time and creative services. We are caught up in an era of public access, free speech messages, and public service announcements. Response to community needs has reached new heights. It has been stated that if public affairs programming on radio and television were all that was needed to solve the grave problems of society, the state of the nation would be fine indeed. Public access has taken on new and somewhat disturbing dimensions. It has been estimated that the number of PSA's carried by TV is exceeding 10,000,000 spots a year. Radio carries close to 10 times that figure. The competitive push for free air time is almost out of control. The sheer magnitude of the program output threatens to create a psychic pollution which could dull the public's sensitivity to the staggering number of issues being aired. These unprecedented developments call for a new breed of Public Service Director . . . one who is equipped to carry broader responsibilities in a whole new ball game. The simple task of selecting and scheduling public service spots or producing "comfortable" public affairs programs was left back at the turn of the decade. Skill in ascertaining community needs, expertise in the assessment of public attitudes and opinion, and the ability to translate findings into effective programming . . . are some of the tools today's practioner must carry. Today's Station Manager requires the same skills.

PUBLIC AFFAIRS: BILINGUAL TELEVISION

Len Schlosser
Public Affairs Director
KPIX-TV, San Francisco

There are some very clear signs of change in the air today, particularly in San Francisco television. The change is in the language – I should say languages. You're hearing multilingual sounds and seeing multicultural things on numerous programs. It's happened on all the channels in our town.

Throughout America, people are trapped in their own communities, unable to talk their way out. They're imprisoned behind an impenetrable barrier because they can't speak English. In San Francisco, things began to change a few years ago. A committee of Chinese citizens (the Chinese Media Committee) came to KPIX and asked for our help. Working together, we created a new Chinese language curriculum and handbook and then televised 65 ½-hour television programs called ***Sut Yung Yung Yee*** meaning "Practical English." These bilingual shows were so successful, an appliance store in Chinatown had a run on TV sets the first week on the air and since then, we have distributed the series to stations in Los Angeles, Boston, Sacramento, and Philadelphia. All the programs have been transferred to cassette and are being seen in neighborhoods all over the San Francisco area.

Also, on KPIX is a new series of weekly half hour programs called ***Sol es Vida*** (Sun is Life), a bilingual, bicultural Spanish program each Sunday with Marcos Gutierrez as host, featuring Latino people and what's happening in their community.

And on Channel 5, we simulcast the 11 p.m. news in a Spanish translation each week night over KBRG-FM. Channel 2 is also translating its 10 o'clock news over a radio station. Channel 7 is doing a translation of its 11 p.m. news in Chinese over the educational radio station.

Recently we simulcasted a translation in Chinese of a special, "CBS Reports: Shanghai", in prime time.

And right now, we're in an exciting new production of five special children's shows – bilingual and bicultural programs which we are coproducing again with the Chinese Media Committee, under the supervision of Ruth Yee. The shows are called ***Yut, Yee, Sahn*** ("One, Two, Three") and ***Here We Come***, co-hosted by Toby the Panda and Duffy the Tiger. The whole idea is to reinforce the Chinese identity for Chinese children and make it understandable to non-Chinese children. You won't hear any broken English or see funny clothes as stereotyped so often in American TV shows, and no stereotyped characters of any kind. You'll see and hear real Chinese children as they really are.

The exciting part of it all is the enthusiastic support by the Chinese community – over 70 people are involved in the project ... 50 children and 20 volunteer adults participate.

Putting a show together like this isn't easy by any means, especially when so many participants have never been inside a TV studio before, and much patience is needed when working with children who go to school. But it's a learning experience for all of us – we're even learning some Cantonese in the process.

We're living in a multilingual and multiethnic society here and our television screens are beginning to reflect this reality.

THOUGHTS ON PUBLIC AFFAIRS

Herb Levy
Public Affairs Director
KRON, San Francisco

Public Affairs Programming, philisophically, includes just about all local programming whether it be news, religion, educational or whatever. While such designations are delineated into special categories by both the local stations and by Federal Communication Commission edict, nonetheless, we feel that all locally generated programs are public affairs.

News certainly must be considered public affairs. It is the conduit by which better than 68% of Americans get their news. What other item could be more of a public affair?

Documentaries, educational programs, discussion sessions are all public affairs programming because they are programs which inform the public. We suppose the only difference between programs is that one is Public Affairs and the other Entertainment.

We would be less than candid if we did not concede that television is not principally an entertainment medium. While this is true, its impact is so great on the American public that any adjuct of programming that is not entertainment has a telling effect on the audience.

Because of the ever changing social circumstances of our community, many of the programs which are devoted to so-called problem areas inevitably concern the minority community. And we emphasize it because the Public Affairs Department at KRON-TV is pledged to keep its programming topical and informative. If we fail to recognize the social revolution which is constantly going on in our society, then simply, we wouldn't be doing our job properly. This doesn't mean that other items of interest are excluded and only minority oriented programming is provided, but only that the emphasis is placed on minority elements because this is one of the most meaningful, explosive, and far reaching elements in our community.

At KRON-TV we strike a balance, where we have our so designated Public Affairs programs running the gamut from a program concerning senior citizens to youth to children, to the pros and cons of a situation, to a direct interview conducted by a minority person, to an all encompassing program which brings various community interest to the viewers of the Bay Area.

We at KRON-TV take pride in what we do in the area of Public Affairs programming, just as we take pride in what we're doing with our news presentations. Yet, we are never satisfied with the end product, simply because we are always trying to better our product. The final judge of our efforts, of course, must be the viewing public.

We innovate constantly, we develop pilot programs, some of which eventually become part of our regular programming, we explore new and different and interesting ways of presenting the problems – with hoped for solutions.

But by and large, we also recognize that such products, in order to be effective, must be presented in an interesting – and if you will – entertaining manner. It would be foolhardy to produce a program which is so dull as to drive the viewers away and yet at the same time have noble thoughts and desires of what such a program migh produce. We have turned out our share of bombs over the years. But even if some of these programs were plainly bad, the motivation was honest, the desire was to be informative.

As we look down the road, the day of Public Affairs programming will perhaps be equal to that of the entertainment portion of television. This might be considered heresy to some, but we only have to examine the tremendous effect of this mediam on the public to know that there must be more to it than cops and robbers, soapers, comedy shows, and the like. But still, even way down the road, those public affairs programs of the future must be done in an interesting, intelligent and informative way, using all the effects of the visual medium if they are going to be successful.

Philisophically, television is a public affair.

BIBLIOGRAPHY

ELECTRONIC MEDIA AS AN INSTRUCTIONAL STRATEGY FOR SELF-AWARENESS AND FUTURE CHANGE; *Bill Murry*

References :

[1] Archer, J., Jr., Fiester, T., Kagan, N., Rate, L., Spjerling, T., & Van Noord, R., ***New Method for Education, Treatment, and Research in Human Interaction.*** **Journal of Counseling Psychology,** 1972, 19(4), 275-281.

[2] Fuller, Francis F. and Manning, Brad A., ***Self-Confrontation Reviewed: A Conceptualization for Video Playback in Teacher Education,*** **Review of Educational Research,** Vol. 43, No. 4 (Winter, 1973), 469-528.

[3] Gordon, Donald R. **The New Literacy.** Toronto: University of Toronto Press, 1971.

[4] Jamison, Dean, Suppes, Patrick, and Wells, Stuart, ***The Effectiveness of Alternative Instructional Media,*** **Review of Educational Research,** Vol. 44, No. 1 (Spring, 1974), 3-62.

[5] Kagan, N., & Krathwohl, D. R. **Studies in Human Interaction : Interpersonal Process Recall Stimulated by Videotape.** Final Report, OE 7-32-0410-270. East Lansing: Michigan State University, December 1967. (ERIC ED 017 946.)

[6] McLuhan, Marshal. **The Gutenberg Galaxy.** Toronto: University of Toronot Press, 1962.

[7] McLuhan, Marshal. **Understanding Media.** New York: McGraw-Hill, 1965

[8] Rath, Louis E., Harimin, Merrill, and Simon, Sidney B. **Values and Teaching.** Columbus, Ohio: Charles E. Merrill, 1966.

[9] San Francisco State University, Personal Interviews with Herbert Zettle, Ph.D., February-May, 1974.

[10] Toffler, Alvin. **Future Shock.** New York: Random House, 1970.

[11] Toffler, Alvin (ed.). **Learning for Tomorrow. The Role of the Future in Education.** New York: Vintage Books, 1974.

A COMPARATIVE ANALYSIS OF MATRIX AND DISCRETE FOUR CHANNEL DISCS; *Tye J. Idonas*

References :

[1] Fantel, Hans. **The True Sound of Music.** New York: E.P. Dutton and Company, Inc., 1973.

[2] Friedman, Herb. ***Here's Looking at Four Channel Matrix Sound.*** **Elementary Electronics,** May-June 1973, pp. 61-65.

[3] O'Keefe, Gerald, ***A Fully Integrated CD-4 Disc Demodulation System and Preamplifier.*** Quadracast Systems, Inc., San Mateo, California, promotional pamphlet.

[4] Sensei, Shinri. ***Get The Facts About CD-4.*** **Elementary Electronics,** July-August 1973, pp. 45-49.

[5] Sessions, Ken. **Four Channel Stereo From Source to Sound.** Blue Ridge Summit, Pennsylvania: Tab Books, 1973.

[6] **The Way Things Work.** Vol. 1: New York: Simon and Schuster, 1967.

[7] **The World Book Encyclopedia.** Vol. 15: Chicago: Field Enterprises Educational Corporation, 1973.

[8] Torczyner, Jerome. Quadracast Systems, Inc., San Mateo, California. Interview, 23 April 1974.

BASIC PRINCIPLES OF FOUR CHANNEL FM BROADCASTING USING THE DORREN QUADRAPLEX SYSTEM; *Tye J. Idonas*

References:

[1] Dorren, Louis. **Dorren Quadraplex System: Laboratory and Field Tests.** San Mateo, California: Quadracast Systems, Inc., (1971).

[2] Dorren, Louis and Gabbert, James J. **The Dorren Quadraplex System of Four Channel FM Boradcasting.** Audio Engineering Society, (May 1972).

[3] Dorren, Louis and Torczyner, Jerome. **The Dorren Quadraplex System of Four Channel Frequency Modulated Sound Broadcasting.** Brussels, Belgium: European Broadcasting Union Review, (April 1973).

[4] Sessions, Ken. **Four Channel Stereo From Source to Sound.** Blue Ridge Summit, Pennsylvania: Tab Books, 1973.

[5] Terman, Frederick Emmons. **Electronic and Radio Engineering.** New York: McGraw-Hill Book Company, Inc., 1955.

[6] **The Way Things Work.** Vol. 2: New York: Simon and Schuster, 1971.

[7] Dorren, Louis. Quadracast Systems, Inc., San Mateo, California. Interview, 18 April 1974.

[8] O'Boyle, Melvin E. Systron-Donner Corporation, Concord, California. Interview, 25 April 1974.

[9] Torczyner, Jerome. Quadracast Systems, Inc., San Mateo, California. Interview, 23 April 1974.

TELEVISION NETWORK NEWS: CAUGHT IN THE MIDDLE; *William C. Wente*

References:

[1] Gary A. Steiner, **The People Look at Television** New York: Alfred A. Knopf, 1963).

[2] **What People Think of Television and Other Mass Media From 1959-1972.** Report by the Roper Organization, Inc. (New York: Television Information Office, May, 1973).

[3] **Press Freedoms Under Pressure.** Report of the Twentieth Century Fund Task Force (New York, 1972), pp. 15-16.

[4] *The Unelected Elite,* **Time,** November 21, 1969, p. 20.

[5] Walter Cronkite, *Privilege: Broadcast News and the First Amendment,* **Vital Speeches,** XXXIX (June 15, 1973), p. 522.

[6] *Both Sides of Debate Over Television News,* **U.S. News and World Report.** February 19, 1973. p. 48.

[7] Walter Cronkite, p. 523.

[8] Frank J. Kahn, ed., **Documents of American Broadcasting** (New York: Appleton-Century-Crofts, 1969), p. 375.

[9] **Press Freedoms Under Pressure.** pp. 29-31.

[10] Daniel J. Boorstin, **The Image: A Guide Pseudo-Events in America** (New York: Harper and Row, 1961). pp. 11 and 31.

PART IV

CHALLENGE STATEMENTS

EXPERIENCE NECESSARY: MYTH OR REALITY

James Strickling
San Francisco State University

The broadcasting medium has come of age, with radio, TV, cable TV, and video taped segments for viewing on closed circuit and institutional hookups. This powerful message vehicle has become the most effective element of shaping behavior patterns since the creation of man. With this in mind, I'd like to view a segment of the spherical domain of the broadcasting spectrum which is "students breaking-in to the media."

We, broadcasting students, are constantly being bombarded with managerial and labor rhetoric that "this is a small industry." This is a believable statement, but there must be a broader horizon incorporated into the thinking of our present leaders to include the cultivation of future leaders with newer ideas and methods. The stagnation in the industry doesn't exist totally due to the reluctance of the industry to make greater use of students with creative, technical, and aggressive techniques, but this is an important factor.

The fact remains that there is a besetting fear of the "young upstarts" with their college diplomas taking away those secure positions. In some cases the attitudes border on paranoia, because some individuals have a psychological marriage to their vocation. The feeling of self-worth is only in terms of their position in their respective hierachy.

Must this generation adopt that psychological perspective? This is debatable, and far from being a mute issue. The broad awareness due to academic exposure should modify this myopic and slender view of the field of broadcast communications. There must be dynamic flux invited on all levels of the industry, and not be satisfied with successful methods of ten years ago to accomplish effective communications.

The students of the 70's are a new breed indeed. They were nurtured and baby sat by TV, and lulled to sleep by the Top Forty Hits of Radio. With so great a depository of media tucked away in their experience, there is a seemingly greater critical awareness and sophistication of today's media performance than ever before. Our colleges, universities, and specialty institutions are producing a flowing stream of talent. They have been overlooked and submerged by the combined torrent of nonexposed, nonexperienced, nepotistical footwork of policies, and the quota game of polarization of ethnic minorities competing for a share of the pie. This has produced a very high frustration quotient among graduating seniors. The net result is the wasting away of talent with promise. Also, many have gone into unrelated fields and are like fish out of the water.

I'd like to explore some alternatives to some present policies and give a "right-on" to some progressive attitudes.

1. I would like to see communication organizations set up on campuses with pipelines to their local media organization(s). The rationale would be to have a higher percentage of the part time positions be made available to individuals with an interest in that medium.

2. There should be a listing of the specific specialties whether they are dead end positions or not, so that, when you go to a station and talk about a job, one can be specific. Most operations managers want to know specifics. This is fine to a point, as long as the management doesn't want a new person to **have to** travel the same path that they traveled ten to twenty-five years ago.

3. The ethnic program of affirmative action should be vigorously pursued until the whole industry is homogenized by talented persons of many colors rather than blatant tokenisms to justify a quota to maintain a license at renewal time.

4. There should be greater efforts in the area of scholarships by all of the stations to give additional incentives to the ambitious, low

income, and those striving for academic promise.

5. There are some stations that have internship programs with their scholarships, this is to be encouraged and the amount of the scholarship increased.

6. There should be two task forces set up:

   a. The local station, labor, community representatives, student(s) of communications get together to ascertain the future direction of the media in that community.

   b. The representatives of all the stations getting together with the students and community to help resolve the social and media ills of that community.

7. Since the media leaders are interested in making this world a better place through the broadcasting medium, or they should be interested, should promote a healthy and balanced program to the enriching of homes, communities, and the wider social spheres.

We've sat in ivory towers and called progressive thinking nonsense, it's high time to move forward and not continue to be "looking in the rear view mirror" to quote Marshall McLuhan.

Tomorrow's yesterday is today! Unless we acknowledge on the campuses and the industry that we must do more, do better and soon, we'll be known as a **generation of procrastination**; with ideals and ideas in the skies, and performance below the surface of the ground. As students will have to include pain in the growing process, but it doesn't have to be administered by the present broadcasters indescriminately, open the avenue of communication which can lead to a bright tomorrow.

BROADCASTING'S IGNORED MINORITY

J. F. Brown
San Francisco State University

During the past decade in America, we have witnessed a positive move to concern ourselves more with the problems of our minorities. Broadcasting, although slow to respond, has taken up the issues of our Blacks, Chicanos and Chinese Americans along with the many other minority groups here. There has been one group of people, however that have been almost completely forgotten. That group is the handicapped of America.

This paper will concern itself primarily with the deaf and hard of hearing in our country. The reader would be wise though to keep in mind that any nation which numbers the handicapped among its citizens must begin to use radio and television in any way possible to help those citizens who until recently have been left on their own.

It is estimated that in America there are at least ten million people afflicted with various degrees of deafness. Ten million, or 5% of our population, and they like most of the population watch television, but the deaf's enjoyment of TV is obviously restricted.[1]

While television is mainly a visual medium, the aural aspects of it cannot be overlooked. To follow a program on TV without sound is next to impossible. Dr. Herbert Zettl, in his ***Television Production Handbook***, states that: ***Experts in the field of communication estimate that as much as 65% of human intelligence is transmitted among people by sound.***[2] This writer feels that the audio portion of a television program is at least 50% responsible for getting across a programs content.

One way of dealing with the deaf's absence of sound is by providing subtitles for various programs.

> ***For a long time the Councel of Organizations Serving the Deaf has asked the networks to provide captions or subtitles on selected programs, but the only response has been that from ABC, which presents emergency news bulletins in both aural and visual forms.***[3]

Since broadcasting like any other big business is an industry that survives by the revenue it receives the reason for not captioning programs is explainable:

> ***The networks cite two reasons for not acting: the cost of captioning and the danger of losing viewers with normal hearing who would be bothered or distracted by the captions. The problem touches not only the conscience of the community but the difficult area in which majority and minority rights are balanced.***[4]

The fears the networks have of losing money on captioned programs are understandable, but if one were to look at a survey conducted to examine the possibilities of captioning programs, then some of those fears may be diminished.

> ***A 1970 investigation, conducted by HRB-Singer, Inc., for the US Office of Education's Bureau of the Handicapped examined the merits of alternative methods of coding TV programs for the deaf and also reported on a test, conducted over a cable television system in Pennsylvania, in which viewers with normal hearing were asked to comment after watching two captioned film programs. Though approximately 25% of those queried reported some degree of distraction, the remaining 75% said that the captions did not bother them or added to their enjoyment. The results also showed that the more time these viewers spent watching the captioned films the less bothersome they found them.***[5]

---

1. Robert Lewis Shayon, **Saturday Review**, p. 47.
2. Herbert Zettl, **Television Production Handbook**, p. 73.
3. Robert Lewis Shayon, **Saturday Review**, p. 47.
4. Ibid.
5. Ibid.

It is also interesting to note that when the viewing audience was asked "What would be your general reaction to captions on selected TV programs (not all programs)?" The response was very favorable and "indicated a sympathetic understanding of the problem of the hearing impared when viewing television and a generally favorable reaction toward the presentation of captioned television programming on a selective basis." [1]

But what of the other handicapped minorities who are part of the vast audience of broadcasting? Here in the Bay Area the blind are partially served by radio KQED through that stations program, "Newspapers for the Blind".

In a conversation with Marilyn Butter of KQED this writer was told how that program has been highly successful. The show is in its second year and operates by using volunteers to read several local newspapers Monday through Friday for one hour.

Obviously radio is the medium for the blind and partially sighted. KQED uses radio well and besides the reading of the newspapers there is a nationally syndicated program entitled "Book Time" where popular books are read to the audience. Oddly enough, not only do the blind find the show interesting but also the sighted make good use of the service. People who have a hard time reading or who simply can't afford to purchase many books, get as much from "Book Time" as do the blind.

Perhaps the most immediate way of helping the handicapped would be through cable television. By using cable, the cost to individual handicapped persons could be kept to a minimum.

> ***Eventually, cable systems may offer subscribers a low basic monthly rate — although probably not zero, and charge for each additional service. Subscribers would then receive an itemized monthly bill listing the pay TV programs, educational courses, and other cable services they used.***[2]

Ultimately, through connecting cable systems there could be an entire network servicing the handicapped across America. The possibilities of special service programs would then be endless. There is already a proposal to link more than 100 cable systems by communication satellite by 1975, providing them with 8 new channels of programming.[3]

The proof that broadcasting for the handicapped is indeed a reality now can be seen by looking to our fellow broadcasters in Japan.

As early as 1961, the broadcasting system of Japan, **Nippon Hoso Kyokai**, (NHK) recognized and took action for the handicapped citizens of that country. In 1961, NHK created the "TV School for the Deaf" other programs for the handicapped have originated. Programs such as the "Merry Classroom", a special class for mentally retarded children plus a special language training class for stutterers along with the "Hour for the Blind" began.[4]

In order to stay in tune with the world of today, one must be aware of his environment and the environment of the others around the globe. One of the best ways to do this is by the proper use of radio and television. Broadcasting has a responsibility to serve all people to the best of its ability. This responsibility can perhaps best be met by following Japan's standards for their educational programs as broadcast over NHK.

- Efforts will be made to clarify the persons for whom the program is intended and make the contents of the program beneficial and appropriate to those persons.
- In order to obtain the best educational results, efforts will be made to keep the programs well organized and continuous.
- No stones will be left unturned by means of broadcasting to make educational opportunities available equally to everybody.[5]

If the term "broadcasting" were substituted for the word "educational" in the preceding standards, then we would be assured that our, and your nation's handicapped would no longer be broadcasting's ignored minority.

---

1. Robert Root, Ph.D., **American Annals of the Deaf**, p. 567.
2. Walter S. Baer, **Cable Television: A Handbook For Decision-making**, pp. 52-53.
3. Ibid., p. 175.
4. Public Relations Bureau, Public Report. **This Is NHK**, p. 30.
5. Ministry of Education, **Education and Broadcasting in Japan**, pp. 77-78.

MY CHALLENGE

Michele Acosta
San Francisco State University

About a year ago I decided to black out television and return to books and magazines during prime time. TV was using up too much of my time and I wasn't getting anything in return. I realized that television was not serving my needs. It was not entertaining or educational. It was serving no one's needs but the advertisers. The business of commercial television has nothing to do with public service and interest, it's business is to sell the viewer/consumer to a product. And the meager programming that I was once hooked on was only a vehicle to get my attention for the next advertisement.

I'm not against commercial television; I just think that in its present state it has nothing to do with serving anyone. I believe that television could be used to give the basic information that we all need and in an entertaining way. Television should help us better understand our lives and help us understand others.

As communicators I believe we should attempt to make television a service medium, as well as a selling one. We should be able to see our own friends on local TV and people in our community so we can know them. Public service spots should be allowed to shake up the establishment and not be censored through selection processes. More shows should be produced locally so a sense of community can be felt. And we should have live coverage of events (other than sports). Commercial television doesn't have to be bad. It could be used to educate, entertain, and sell if we take on the responsibility to serve the communities in which we live.

CHALLENGE TO BROADCASTERS

Lincoln Pain and Jon Holden
San Francisco State University

In the middle 1940's, a number of West Coast banks and industries began planning a new economic, social, and political strategy for the United States. The idea was to shift the commercial focus of the U.S. from the East Coast to the West, concentrating American trade in the Pacific and making San Francisco the new Manhattan. This plan is often called the "Pacific Rim Strategy".

It is no coincidence that the theme of the San Francisco State University broadcast conference is "Pacific Nations Broadcasting". The daily realities of life here in San Francisco are constantly affected by this new emphasis. We are being mobilized for the new era. We have rapid transit, still being built, with planning to include the nine bay area counties in one inclusive coordinated system. We have massive redevelopment and attempts to draw people back from the suburbs. And we have the rebuilding of our downtown as a major sky high commercial center for Northern California and the West Coast.

These changes must be mirrored to a greater or lesser extent in nearly every country represented here. Yet the news media and broadcasters from our countries have remained strangly quiet about it all.

This is not to say that relevant events have not been reported, but the connection between these events goes undiscussed in broadcasting. The Viet Nam War, an early manifestation of this strategy, was extensively documented. But now the US plans for Viet Nam and the war itself still goes on, and that is hardly reported on at all. There seem to be implicit connections between the development of mass transit here and in Japan, social upheaval in the Philipines, and the opening up of trade between China and non-Communist nations. There is no comprehensive reporting of the overall picture. What is happening to us all is being seen as an unrelated series of events.

Instead of taking an aggressive leadership role in informing its viewers, the broadcasting industry has been merely responsive, the tail on the dog, wagging after each event. There is no discussion of the collective political and economic intentions of the Pacific Nations. No criticism, constructive or otherwise. No information which would help people influence these plans in their best interests.

At least three, perhaps four US presidents have influenced the Pacific Rim Strategy, and each has gone about it quite differently. The governor's race in California this year revolves around the approaches to the Pacific Rim as a major difference between candidates. Yet it is never mentioned on television or radio.

Similar ramifications must be present in every country represented here, yet we know nothing of them. There seems to be a conspiracy of ignorance in the broadcast industry.

An information bureau on the international strategy for Pacific Nations should be established, with representatives from all broadcast industries on the Pacific Rim. It should analyze as well as report. It should stay ahead of the news instead of under it, providing Pacific broadcasters with the results of its collective analysis. There is no other forum available for the serious public discussion of the interrelationships of these international events.

ABOUT THE NEWS

Juno C. H. Lin
San Francisco State University

Nowadays whenever we listen to a news cast on radio or on TV, it is mostly about the tragic news, like slaying people on the streets, traffic accidents, injustice in politics, and so forth. And people are listening to this news almost without changing their expressions because they are hearing this kind of news day after day and their feelings are paralyzed; humans become less human; while eating their dinner, they listen to murder on the news.

I think newscasts can be more cheerful and more useful. I remember that I was so interested and so joyful when I heard news about Chinatown during the Chinese New Year celebration or news about the Japanese cultural events in the Japan Center. Why can't we have more of this kind of news? There are more than 100 countries in the world, and most of them have their own special traditional occasions and events but we hardly know most of them. Why can't we have more news on these kinds of things? I know this type of news is not as important as the coverage of slaying people or political injustice news, but I need some kind of antidote to this social poison. It will take just a few minutes or maybe a few seconds to show a film on these cultural events and give some comments and explanations, and it will make a lot of people feel cheerful like I did. I am sure that we have as much cheerful news as depressing news when we look at the world.

Now, the world is like one country because of the broadcasting system's use of satellites. And it will not be any trouble to exchange cheerful news because cheerfulness is common to all humans and all nations. If the news is about domesticated serious news, however, it might not be that easy to exchange the news because no nation wants to expose her problems or it might disturb the international relationships. Therefore, I believe we can give a lot of comfort to people and can have better relationships between nations by simply exchanging each other's more cheerful news, and I think we must do it.

THE RESPONSIBLE BROADCASTER

Chaz Austin

San Francisco State University

In the countries of the Pacific Basin where commercial broadcasting is the operative system, we find in 1974, a strong and vital industry. It is also financially profitable for those entrepreneurs who are fortunate enough to own and run a part of such an important and exciting enterprise.

But in an industry in such a healthy state, those persons who are responsible for the growth and direction of television must not rest on their laurels. They are not, after all, making tires or automibiles or aspirin or anything quite so prosaic. They are dealing with the minds and hearts of the people in their respective countries, and that is a responsibility that goes far beyond the financial obligations they have to themselves or to their stockholders.

This is not to say that financial profits are not to be coveted. The point is that it is the broadcaster who, by the nature of his business must lead the way for the rest of his or her countrymen into those areas of human endeavor which do not fall under the realm of financial renumeration.

The broadcaster may very well become the artist of the future if he or she shows enough courage and foresight in this area. And what makes this all so reasonable and even desirable is that by the very nature of the business, profits will not suffer by this effort. The public looks for its television stations to inform it of the world which we are often too busy or too preoccupied to explore in depth by ourselves. By the very nature of the conditions in which we live in the world of the mid-seventies, much of that news is going to be shocking and depressing.

But the public wants to know. And the broadcaster has to deliver that knowledge as fully and in as great a depth as it is possible to do. This will accomplish two things; the broadcaster as businessman will be satisfied in that the public has been served and because the public has been given what it wants and needs, the public has tuned in and a profit has been turned. But a higher goal has been achieved; the broadcaster had done the job as communicator. The public has been informed, perhaps even enlightened, and the art from that is television has once again reared its beautiful head. The broadcaster has acted as the eyes and ears, yes, even the soul of the public which he or she serves. The broadcaster has been to all the places the public should have been that day, and has seen and explored all the important events that most of us, too busy conducting the everyday affairs of our own lives, have been unable to participate in.

This is what being a broadcaster is all about. A kind of immortality has been obtained: the broadcaster has performed a public service, perhaps the greatest service one can render in our present age; giving the public quick, accurate, in depth information that it desperately needs in order to function in the modern world.

And profits have not suffered for it. On the contrary; if the job has been done as it should, more people will be watching the station soon enough, for they will know that here at this station are my friends. These are the people who tell me what is really happening out there, who give me the accurate, undistorted truth about things so I can face the world tomorrow a little more intelligent, a little more perceptive and perhaps even a little more sensitive than I was today. This is what it means to be a broadcaster.

BIBLIOGRAPHY

BROADCASTING'S IGNORED MINORITY; *J.F. Brown*

References:

[1] Robert Lewis Shayon, ***Hearing and Listening*, Saturday Review,** February 6, 1971, p. 47.

[2] Herbert Zettle, **Television Production Handbook** (Belmont, California: Wadsworth Publishing Company, 1961), p. 73.

[3] Robert Lewis Shayon, ***Hearing and Listening*, Saturday Review**, February 6, 1971, p. 47.

[4] Ibid.

[5] Robert Lewis Shayon, ***Hearing and Listening*, Saturday Review,** February 6, 1971, p. 47.

[6] Robert Root, Ph.D., ***A Survey of the Reaction of Hearing Individuals to Captioned Television to Benefit the Hearing Impaired*, American Annals of the Deaf,** October, 1970, p. 567.

[7] Walter S. Baer, **Cable Television: A Handbook For Decision-making** (Santa Monica, California, Rand Co., 1973), pp. 52-53.

[8] Ibid., p. 175

[9] Public Relations Bureau, Public Report, **This Is NHK** (Tokyo, Japan), p. 30.

[10] Ministry of Education. **Education and Broadcasting in Japan** (Government of Japan). pp. 77-78.

PART V

SELECTED, ANNOTATED BIBLIOGRAPHY

SELECTED, ANNOTATED BIBLIOGRAPHY

AFGHANISTAN

Books

Kingdom of Afghanistan Background Notes. U.S. Department of State, Washington, D.C.: U.S. Government Printing Office, 1970.

AMERICAN SAMOA

Periodicals

American Samoa Has Hopes of TV Station. **Pacific Islands Monthly**, Vol. 32, No. 7, [February 1962]. p. 37.

Comments by Secretary of the Interior Udall about improvements to be made to the American Samoan School System and his opinion that television is the best means of educating the people.

Educational TV Comes to American Samoa. **Pacific Islands Monthly**, Vol. 35, No. 11, [November 1964], pp. 61 and 63.

Discuss the first television station in the Pacific Islands; established to broadcast educational programs into the schools and the community.

TV Brings Trade to a Standstill. **Pacific Islands Monthly**, Vol. 35, No. 11 [November 1964], p. 63.

Short item about the interest of the Samoans in the television programs.

Doubts Over 'Total TV' Education. **Pacific Islands Monthly**, Vol. 36, No. 6, [June 1965] p. 27.

Discuss the controversy in American Samoa over whether children should be taught entirely by television or television should be used as a teaching aid.

Educational TV Comes to Massacre Bay. **Pacific Islands Monthly**, Vol. 38, No. 10, [October 1967], p. 69.

Short item about the dedication of a new school where children will be taught by ETV in the village of Asu in American Samoa.

American Samoa: In Many Ways You've Got To Be Impressed. **Pacific Islands Monthly**, Vol. 39, No. 11, [November 1968], pp. 60-67.

A long article on American Samoa which includes information on the educational television system which has been put into operation there.

Behind the Shake-Up in American Samoa Television Education. **Pacific Islands Monthly**, Vol. 40, No. 5, [May 1969], p. 25.

Two columns about the governor of American Samoa being dissatisfied with the management of the ETV station run by National Educational Television Broadcasters and turning over the operation to the University of Southern California.

American Samoa Gets It Live. **Pacific Islands Monthly**, Vol. 42, No. 6, [June 1971], p. 95.

Short item about the ETV station KVZK-TV in American Samoa broadcasting the Flag Day celebration live.

AUSTRALIA

Books

Australia Handbook. Sydney: Australia News and Information Bureau [1971].

Australia Handbook 1971. 11th ed. An Australian News and Information Bureau Publication, [1971].

This handbook about Australia, covers every aspect of Australia and Australian life. A chapter is dedicated to communications.

O'Neil, J.P., ed. **Official Year Book of the Commonwealth of Australia.** Australia: Commonwealth Bureau of Census and Statistics, [1972].

This publication is a compiled study of Australia.

Reid, Don and Bladwell, Frank, ed. **Close-up: Scripts from Australian Television's Second Decade.** Melbourne: Macmillan Company of Australia, Pty. Ltd., [1970].

"The scripts in this book . . . are from programs telecast by the Australian Broadcasting Commission . . . . They have merely seemed to us to be suitable for the purpose of showing something of the nature of writing for television. At the same time they can claim to be fairly representative of the quality and variety of Australian writing for television drama between 1965 and 1970."

Twenty-third Annual Report for Year Ending 30 June 1971. Australian Broadcasting Control Board. Canberra: Australian Government Publishing Service, [1971].

Western, J.S. and Hughes, Colin A. **The Mass Media in Australia: Use and Evaluation.** Queensland: University of Queensland Press, [1971].

This book contains research into the mass media and its effect in Australia.

Periodicals

Radio Australia Voted Tops. **Pacific Islands Monthly**, Vol. 32, No. 8, [March 1962], p. 71.

Two-paragraph about Radio Australia being voted the most popular shortwave service by the International Short-Wave Club.

The ABC and Objectivity. **Pacific Islands Monthly**, Vol. 32, No. 7, [February 1962], p. 25.

Letter to the editor about a "Pacific Island Monthly" comparison of news reporting between the BBC and ABC.

Walker, Howell. *South Australia, Gateway to the Great Outback.* **National Geographic**, [April 1970].

Black, White, & Blue: Australian Serial No. 96. **Time**, [June 5, 1972].

Oswin Heads Media Body in Australia. **Advertising Age**, [January 29, 1973], p. 64.

Macleish, Kenneth. *The Top End of Down Under.* **National Geographic**, [February 1973].

Butts, D.C. *Television in Higher Education, an Appraisal of Developments in Australia and New Zealand.* **Educational Broadcasting International**, Vol. 6, No. 2, [June 1973], pp. 62-66.

Closed Circut T.V. and its applications in Australian Universities and Colleges. Only 10% of the students go on to college. CCTV is better in Universities that train teachers and have TV in connection with libraries.

In New Zealand TV is new, with very little money, and is the size of Britain with 2¾ million people. Great research into teaching methods. CCTV is a new approach to integrated resource services.

McConnel, Harold. *Australia: The changes rocking Sydney.* **San Francisco Examiner & Chronicle**, [August 5, 1973].

Australians Ready Guides on Kid TV Ads. **Advertising Age**, [July 30, 1973], p. 38.

Australians love everything American . . . except maybe the powerful influence of advertising on kids as seen every Saturday morning on American TV. This is one import the Aussies would like to do without. The TV Kid Ad Guides are designed to prevent mass buying of Marx toys.

Australia Sets Cigarette/Tobacco Ad Ban Rules. **Advertising Age**, [August 13, 1973], p. 28.

Horne, Donald. *The New Nationalism*, **Pacific**, Vol. 3, No. 1, [1974], [quarterly].

BANGLADESH

Book

Brown, William Norman. **The United States and India, Pakistan, Bangladesh.** Cambridge: Harvard University Press, [1972].

The purpose of this book is to increase understanding of the problems and difficulties of the three nations: India, Pakistan and Bangladesh.

BRUNEI

Books

Britain, the Brookes, and Brunei. Kuala Lumpur, Oxford U. Press, [1971].

Annual Report on Brunei. Great Britain Colonial Office, [1946].

State of Brunei, Annual Report. [1969].

Wright, Leigh. **The Origins of British Borneo.** Hong Kong U. Press, [1970].

BURMA

Book

Henderson, John W. **Area Handbook for Burma.** Washington, D.C.: U.S. Government Printing Office, [1971].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Burma.

CAMBODIA

Books

The Khmer Republic (Cambodia): Background Notes. U.S. State Department, Washington, D.C.: U.S. Government Printing Office, [1970].

Munson, Frederick P. **Area Handbook for Cambodia.** Washington, D.C.: U.S. Government Printing Office, [1968].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Cambodia.

Periodicals

Missing in Cambodia. **Time**, [April 20, 1970], p. 43.

Cambodia Now It's Operation Buy Time. **Time**, [May 25, 1970], p. 28.

Political.

Cambodia – A Cocky New ARVN. **Time**, [June 8, 1970], p. 30.

Dukuns, Bomohs and Guruhs. **Time**, [November 9, 1970], p. 32.

Toward Talks. **Time**, [November 9, 1970], p. 30.

Political.

Cambodia Partial Paralysis. **Time**, [May 3, 1971], p. 30 and 31.

Cambodia – And Now There Are Nine. **Time**, [May 10, 1971].

Indochina. **Time**, [May 10, 1971], pp. 24-25.

The Man Behind the Symbol. **Time,** [May 17, 1971], p. 39.

Double Trouble. **Time,** [April 3, 1972], p. 28.

Another Pause in the Pursuit of Peace. **Time,** [April 13, 1972], p. 18.

Political.

Cambodia – Dark Events. **Time,** [October 23, 1972], pp. 47-48.

Political.

The U.S. After Viet Nam. **Time,** [November 6, 1972], pp. 19-23.

The Shape of Peace. **Time,** [November 6, 1972], p. 14-17.

The Dance Around the Fire. **Time,** [November 20, 1972], p. 43.

Political.

Another Pause on the Road to Peace. **Time,** [December 4, 1972], p. 14.

Final Push For Peace. **Time,** [January 29, 1973], pp. 10-11.

CANADA

Books

Irving, John A., ed., **Mass Media in Canada.** Toronto: The Ryerson Press, [1962].

Peers, Frank W. **The Politics of Canadian Broadcasting 1920-1951.** Toronto: University Toronto Press, [1969].

Shea, Albert A. **Broadcasting the Canadian Way.** Montreal: Harvest House, [1963].

Sturberg, Peter. **Mister Broadcasting: The Ernie Bushnell Story.** Ontario: Peter Martin Associates Limited, [1971].

This book is a biography of Ernie Bushnell, covering a half century of the Canadian Broadcasting System.

The 1973 World Almanac and Book of Facts. New York: Newspaper Enterprise Association, [1973].

Yearbook of the Canadian Entertainment Industry. Toronto: Film Publications of Canada, Ltd., [1968], [annual].

Periodicals

The Sober Swinger. **Time,** [April 27, 1970], pp. 43-44.

Political.

This Is A Very Sorry Moment. **Time,** [October 26, 1970], pp. 33-34.

Political.

U.S. and Canada Sign a Satellite Accord. **New York Times,** [April 21, 1971], p. 20.

Singer, A. *BBC Chief Slams Educational TV.* **Design,** [September, 1971], p. 26.

"Is the typical allegedly profound educational program actually effective? Or is it as dull and boring as the rest of TV's fare?" That is the question. The article raises questions but doesn't really give us any answers.

Carving Up Toronto for Cable Operators. **Broadcasting,** [January 10, 1972], p. 64.

CATV is as hot an issue in Canada as it is in the U.S. The Cablecasters see a fat future market in Canada and plan a takeover in Toronto as a proving ground.

Canadian Restriction Fosters U.S. Success. **Broadcasting,** [January 17, 1972], p. 46.

41 Stations Planned for CBC 'Radio Two.' **Broadcasting,** [January 24, 1972], p. 50.

A Canadian-Only Rule for Broadcast Commercials? **Broadcasting,** [May 15, 1972], p. 34.

A case of home rule as Canadians feel that they should view only advertising made by Canadians for Canadians.

Canada May Go After Children's Vitamin Ads. **Broadcasting,** [May 22, 1972], p. 36.

Deceptiveness in advertising is the theme here as the Canadian government and consumers begin to wage war on Vitamin ads for kids deemed somewhat on the questionable side.

Canada's '71 Top 100 Radio Users Hike Spending 11%. **Advertising Age,** [June 12, 1972], p. 20.

CBC's NABET Workers Go Back on the Job. **Broadcasting,** [July 3, 1972], p. 24.

CBC Goes 0 For 2. **Broadcasting,** [July 10, 1972], pp. 34-35.

Canada Clears Way for New TV Network. **Broadcasting,** [August 7, 1972], p, 34.

Telesat Canada to Start Next Year With CBC. **Broadcasting,** [August 7, 1972], p. 6.

Canadian Caper. **Broadcasting,** [August 7, 1972], p. 5.

Regulation North of the Border. **Broadcasting,** [September 11, 1972], p. 40.

Who regulates what for now and for the future. A look at broadcasting regulation in Canada.

Lew Grade Puts on a Jolly Good Show **Broadcasting,** [October 16, 1972], p. 52.

Canadian Province Wants to Own CATV. **Broadcasting,** [October 16, 1972], p. 56.

Canada TV Net Plans $7M Outlay. **Electronic News,** [October 23, 1972], p. 7.

Once More With Feeling. **Time,** [October 30, 1972].

Political.

Television; Open Door. **Economist,** [November 11, 1972], p. 29.

Canadian Networking Takes to Satellite. **Broadcasting,** [November 13, 1972], p. 42.

I Am What I Am. **Time,** [November 13, 1972], p. 35.

The Election That Nobody Won. **Time,** [November 13, 1972], p. 32.

Little Iron Man. **Time,** [January 8, 1973], p. 62.

Died: Lester Pearson. **Time,** [January 8, 1973], p. 56.

The Peacemaker. **Time,** [January 8, 1973], p. 32.

Died: George Drew. **Time,** [January 15, 1973], p. 65.

A Willing Suspension of Disbelief. **Time,** [January 15, 1973], p. 11.

Television; No Need to See to Believe? **Economist,** [January 20, 1973], p. 30.

New Canada Net Readied, CBS May Ban Advertising. **Advertising Age,** [January 22, 1973], p. 32.

> As Canada puts together a new TV network the possibility of banning advertising is raised. Canadians view American TV with a jaundiced eye and the question of advertising influence rears its ugly head.

Tiptoe On A Tightrope. **Time,** [January 22, 1973], p. 30.

CATV Unrest in Canada. **Broadcasting,** [January 29, 1973], p. 66.

> CATV, now a household word in the US may be headed for Canada and our Canadian broadcasting friends are faced with the same CATV crisis we face in this country . . . regulation and effect upon standard broadcasters.

The Final Push For Peace. **Time,** [January 29, 1973], pp. 10-11.

The ICC: An Extinct Species Reborn. **Time,** [February 5, 1973], p. 17.

Canadian Group to Tighten Code on Ads to Kids. **Advertising Age,** [April 9, 1973], p. 32.

B.C. Broadcasters Ask End of Liquor, Tobacco Ad Ban. **Advertising Age,** [April 9, 1973], p. 76.

Slover, F. *Advertisers Aplenty for Baby Blue Film Shows on Toronto's CITY-TV.* **Advertising Age,** [April 9, 1973], p. 78.

Canada Parliament Weights Ban on Ads for Kiddie TV. **Advertising Age,** [April 23, 1973], p. 139.

> As Canada wades into commercial broadcasting concern for the welfare of Canadian kiddies surges forward. How to regulate broadcasting kid ads . . . that is the question. A brief examination of the problem in this article.

Canada Still Seeks Guidelines for Reporting Crises. **Broadcasting,** [May 7, 1973], p. 50.

Canadian Insider Sees Cable TV As Best Bet There for the Future. **Broadcasting,** [June 4, 1973], p. 50.

Canadians Get Consumer Information TV Program. **Advertising Age.** [May 28, 1973], p. 53.

Canada Broadcast Body at Work on Content Rules. **Advertising Age,** [July 30, 1973], p. 38.

Television? The Waiting Game. **Economist,** [August 18, 1973], pp. 21-22.

Ontario Government Eyes Ban on Commercials From Outside Agencies. **Broadcasting,** [August 27, 1973], p. 24.

Moore, J. *Prospects Seen Dim for American CATV Firms in Europe.* **Electronic News,** [September 10, 1973], p. 28.

Robertson, H. *TV: A Summer Menu: Gingerbread and Schmaltz.* **MacLean's,** [October, 1973], p. 107.

Parsons, B. *Listening to VTR.* **Artscanada,** [October, 1973], pp. 27-29.

Nakaya, F. *Japan: Video Hiroba.* **Artscanada,** [October, 1973], pp. 52-53.

Quebec Cable TV Plans Worry Canadian Admen. **Advertising Age,** [October 1, 1973], p. 66.

Canada's CRTC Will Air Views on Kiddie TV Ads. **Advertising Age,** [October 15, 1973], p. 34.

U.S. Stations Fight Deletions of Ads From Shows Exported to Canadian Cable. **Broadcasting,** [October 22, 1973], p. 34.

> Take me as I am or let me go. Canadian cablecasters love to pirate those American programs but also love to dump out the ads that go with 'em . . . but the U.S. stations say all or nothing at all.

Robertson, H. *TV's Fall Fare: Tears, Tantrums and Toilet Jokes.* **MacLean's,** [November, 1973], p. 114.

Crowther Fund For The Open University. **Economist,** [November 3, 1973], p. 2[illegible].

Revett, J. *U.S. Exports to Get Plugs on VOA Radio.* **Advertising Age,** [November 5, 1973], p. 2 .

British Like New Commercial Radio, Survey Reports. **Advertising Age,** [November 19, 1973], p. 23.

> Competition for the dollar yields at least more popular if not better quality radio broadcasting, and, according to the first reports out, Canadians find commercial broadcasting more enjoyable than the other kind.

Canada Broadcasting, Union Shortens Cycles for Talent. **Advertising Age,** [December 3, 1973], p. 60.

Stop Kid TV Ads; Canada Consumerists. **Advertising Age,** [December 3, 1973], p. 42.

> Canadian consumer groups fire away at ads geared

to hit the little kids and devastate the pocketbooks of their parents. An all too familiar theme in the USA and now in Canada.

Robertson, H. *KUNG FU and the Cult of the Gentle Hero.* **MacLean's**, [January, 1974], p. 78.

Restrictions, Legislative Overlap are Hampering Growth In Canada TV Ads. **Advertising Age**, [December 10, 1973], p. 22.

A Canadian Runs Up A Broadcast Flag for the U.S. **Broadcasting**, [December 17, 1973], p. 34.

> Remember Gordon Sinclair? Where is he now? He's the guy who did a commentary entitled, "The Americans." Naturally we all picked it up and ran it because it patted us on the shoulder. If he had slammed us for Viet Nam and Watergate would we have done the same? This is HIS story.

Death While Waiting For Transplant. **S.F. Chronicle**, [March 20, 1974], p. 28.

> Bruce Marsh, Canadian Broadcaster.

Canada Seen Ready to Let Daytimers In U.S. Sign on Before Sunrise. **Broadcasting**, [March 25, 1974], p. 68.

> American daytimers are in severe trouble unless Canada allows a rollback of broadcast treaties between the U.S. and Canada which will permit American broadcasters on certain frequencies to broadcast with limited power before the arbitrary, fixed daylight schedule adhered to by both countries.

Hands Across the Border: A U.S. Agency Helps a Canadian Retailer With Broadcast. **Broadcasting**, [April 1, 1974], p. 13.

Canada May Place Restrictions on Children's Fare. **Broadcasting**, [April 8, 1974], pp. 24-25.

> Canadian Parliament discusses possibility of analysis of current children's TV programming with eye towards regulation of content in effort to curb harmful effects.

On The Rocky Track Route. **S.F. Examiner & Chronicle**, [May 12, 1974], p. 7.

> Travel.

The Unexpected West. **S.F. Examiner & Chronicle** [May 26, 1974], p. 4.

> Travel.

CEYLON

Books

Arasaratnam, Sinnappah. **Ceylon.** Englewood, N.J.: Prentice-Hall, [1964].

Ceylon Yearbook, 1967. Colombo: Government Press, Department of Census and Statistics, [1967].

Nyrop, Richard F. **Area Handbook for Ceylon.** Washington, D.C.: U.S. Government Printing Office, [1971].

> This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Ceylon.

Williams, Harry. **Ceylon: Pearl of the East.** 2nd ed. rev., London: R. Hale, [1963].

Periodicals

Ceylon Broadcasting Corporation. **European Broadcasting Union Review**, No. 103, Part B, [May 1967], p. 62.

Pol. government overthrown, acquittal of 2-69. **New York Times**, [January 3, 1970].

1969 Economic Review. **New York Times**, [January 19, 1970], (71:1).

Gov't. Improves Tourist Facilities. **New York Times**, [January 19, 1970], (56:6).

> Travel.

Tourist Board Reports Sharp Increase In Recent Months. **New York Times**, [January 27, 1970], 23:7.

> Travel

Nonaligned Nations. **New York Times**,. [February 24, 1970].

Description Of Attractions. **New York Times**, [April 12, 1970], X:59.

> Travel

Dissolves Parliament For General Election. **New York Times**, [March 8, 1970].

Mrs. Bandaranaike's 3-Party Leftist Coalition Wins General Election. **New York Times**, [May 29, 1970].

Mrs. Bandaranaike Sworn In, (3rd Woman Prime Minister.) **New York Times**, [May 30, 1970].

Government To Ask Peace Corps To Leave Country. **New York Times**, [June 25, 1970].

N.T.D. Kanakaratne Named Ambassador To U.S. **New York Times**, [August 25, 1970].

Government Gives Parliament New Draft. (illustrations) **New York Times**, [January 2, 1971], (IV; 4:1).

Government Spurs Tourism, Spending up 25% in '70. (illustrations) **New York Times**, [January 18, 1971].

Prime Minister Imposes Curfew Nationwide. Bans Peramuna Movement, Which Made 25 Attacks the Previous Night. **New York Times**, [April 7, 1971].

24 Hour Curfew. Radio Appeal to Nation. **New York Times**, [April 10, 1971].

Ceylon Civil War. **New York Times**, [April 15, 1971].

Sri Lanka Government. Cracks Down On Newspapers. **New York Times**, [May 8, 1971].

Government Tightens News Censorship. **New York Times**, [May 13, 1971].

Free Accommodations to American Visitors. **New York Times,** [June 13, 1971].

Government Tightens News Censorship Further. **New York Times,** [June 17, 1971].

CHILE

Book

Wells, Alan. *Picture-Tube Imperialism?: The Impact of U.S. Television on Latin America.* New York: Orbis Books, [1972].

Periodicals

Chilean News Programs. **New York Times,** [August 8, 1971] p. 16:1.

Accord Between Chile and Cuba on Exchange of Weekly News Broadcasts Has Proved of Political Importance. **New York Times,** [August 23, 1971], p. 16: 1.

Ranstead D. D. *Chile Con Allende: With Editorial Comment.* **Commonwealth,** [December 10, 1971], pp. 244-245.

Secretary J. Suarez reports Chilean government suspends broadcasting of Radio Balmecenda, station of opposition Christian Democratic Party, on charges of serious offenses against the president and armed forces; Santiago army garrison commander General A. Pinochet closes down Tribuna, right wing newspaper. **New York Times,** [December 12, 1971], p. 7.

Schiller, H. *Chile: An End to Cultured Colonialism.* **Society,** [Mary 1972], pp. 35-39.

Chilean Television Campaigns. **New York Times,** [August 23, 1972], p. 16: 1.

Chilean Communist Party Newspaper Scores Recent Showing on TV of Film 1984 for its Anti-Communists Character. **New York Times,** [March 13, 1973.

Brute Force of Money; ITT's Attempt to Intervene in Chilean Politics. **New Republic,** [April 14, 1973], pp. 5-6.

Crime of Silence. **New Republic,** [October 1, 1973], p. 14.

File Now, Die Later; Press Coverage of Chile's Coup. **Time,** [October 1, 1973]. p. 56.

Chile's national TV network announces Chilean government orders closing of radio Balmecenda, major station of opposition, for broadcasting irregularities. **New York Times,** [December 2, 1973], p. 1.

Communist controlled pro-government newspaper in Chile reports licence of Radio Presedente Balmecenda, owned by opposition party, will soon be revoked for irregularities. **New York Times,** [October 3, 1973], p. 28.

Radio Station Programming. **New York Times,** [December 28, 1973], p. 16: 1.

Peerman D. *Chile's Media Under the Military.* **Christian Century,** [March 27, 1974], pp. 333-334.

NATIONALIST REPUBLIC OF CHINA

Books

The Cosmorama Pictorial. [1972].

This pictorial magazine brings us the current activities and events in the Republic of China.

No. 209 deals with Double Ten celebration, No. 210 marks the birthday of Chiang.

China Handbook, 1972-1973. Taiwan: China Publishing Company, [1973], 64 pp.

This material is prepared, edited, issued and circulated by Chinese Information Service, New York. The booklet gives many facts for the traveler about history and culture, government, political affairs, and communications media.

There are 80 radio stations and 3 TV networks.

141 Questions and Answers About the Republic of China. Chung Hwa Information Service, [1973].

An introduction of Taiwan in brief. The 88 page booklet gives the history of the people, government, industry, agriculture, and free China versus Chinese Communism.

PEOPLE'S REPUBLIC OF CHINA

Books

China Pictorial. [1973].

This pictorial gives information of the current activities of Mainland China. Asian-African-Latin American Table Tennis Tournament, (No. 11); The Tenth National Congress of the Communist Party of China, (special issue No. 11).

Geography of China. Foreign Languages Press, [1972].

This book tells us the basic facts, national resources and geographical figures of mainland China.

Snow, Edgar. **Red China Today.** New York: Vintage Books, [1971].

This is a revised and updated book "The Other Side of the River" first published in 1962.

This serves as a record of China of the 1950's and 1960's, on which tomorrow's China must arise. It will help to show why and how China's historical problems conditioned the political means available for their solution. It is a first-person narrative. Snow went to China when he was twenty-two and became a correspondent. He was a life-time expert of China.

Some Basic Facts About China. (Supplement "China Reconstructs"), [1974].

There are ten questions and answers about general information of mainland China.

"Every child, beginning in the third grade, is taught English and Chinese.

Trade and Tours, Autumn, 1973. Hong Kong: Chinese Export Commodities Fair, [1973].

Has a section about the growing light industry products.

Periodicals

They Listen to Radio Peking. **Pacific Islands Monthly,** vol. 33, No. 8, [March 1963], p. 6.

Short item about Papua - New Guinea radio listeners preferring Radio Peking to the ABC Station at Port Moresby.

Ching, Frank. *Red China Strives to Sway World Opinion.* **New York Times,** [May 14, 1969], p. 3.

Networks Get Ready For China Visit. **Broadcasting**, [January 24, 1972], pp. 42-43.

Peking Buys WUI Earth Station. **Broadcasting**, [October 30, 1972], p. 44.

How Doctors are Trained in China. **San Francisco Chronicle**, [April 14, 1973].

Fujii, J. *Sarnoff in Orient; Invited to Visit Red China.* **Electronic News**, [September 24, 1973], p. 46.

China Reconstructs Vol. XXIII, No. 2, [February 1974].

This is an illustrated monthly magazine printed in English, French, Spanish, Arabic and Russian. This issue deals with "Good Crops in Drought Years" and "China's Young Electronics Industry" among others.

Schuman, Julian. *Ten-year history: China's Mushrooming Electronics.* **San Francisco Chronicle**, [April 4, 1974].

Schuman, Julian. *Inflation Not China's Problem.* **(Honolulu) Star-Bulletin**, [May 8, 1974].

"There have been some substantial price decreases . . . in the late 1960's . . . radios . . . in the midst of the early years of the cultural revolution."

COLOMBIA

Books

Avramovic, Dragoslav. **Economic Growth of Colombia: Problems and Prospects.** London: The Johns Hopkins University Press, [1972].

This is a study of the economic growth of Colombia. A section is devoted to telecommunications.

Galbraith, W.O. **Colombia: A General Survey**. London: Oxford University Press, [1966].

Havens, A. Eugene, and Glenn, William L. **Structural Blocks to Higher Educational Attainment. Internal Colonialism and Structural Change in Colombia.** Edited by A. Eugene Havens and William L. Glenn. New York: Praeger Publishers, [1970].

Maullin, Richard. **Soldiers, Guerrillas, and Politics in Colombia.** Lexington, Mass.: Lexington Books, [1973].

This book is a study of the militeristic form of government that has taken over Colombia.

Simmons, Alan Burtham. **The Emergence of Planning Orientations in a Modernizing Community: Migration, Adaptation, and Family Planning in Highland Colombia.** New York: Ithaca, [1970].

Weil, Thomas E. **Area Handbook for Colombia.** Washington, D.C.: U.S. Government Printing Office, [1970].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Colombia.

Periodicals

Rogers, Everett M. *Mass Media Exposure and Modernization Among Colombian Peasants.* **Public Opinion Quarterly**, 29 (4), [Winter, 1965/66], pp. 614-625.

Havens, A. Eugene, and Glenn, William L. **Structural Blocks to Higher Educational Attainment. Internal Colonialism and Structural Change in Colombia**, Edited by A. Eugene Havens and William L. Glenn. New York: Praeger Publishers, [1970].

COOK ISLANDS

Book

Henderson, John W. **Area Handbook for Oceania.** Washington, D.C.: U.S. Government Printing Office, [1971].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of the Cook Islands.

Periodicals

Pago TV Picked Upon in Rarotonga. **Pacific Islands Monthly**, Vol. 36, No. 1 [January 1956], p. 37.

Short item about American Samoa's television transmissions being received in Rarotonga and explains why reception is sometimes good.

Davies, F.R.J. *School Broadcasts for Cook Island.* **Pacific Islands Monthly**, Vol. 26, No. 12, [July 1956], p. 99.

A short letter to the editor explaining the situation in re-educational broadcasting in the Cook Islands, pointing out there is no organized program and money lacking. Written with reference to story on Western Samoa published in **Pacific Islands Monthly** in April 1956.

Nearly All-Maori Radio Staff. **Pacific Islands Monthly**, Vol. 29, No. 7, [February 1959], p. 141.

Short item about the Cook Islands radio system employing only two Europeans; also information about sub-stations and revenue.

Broadcasting Station Urged for Cooks. **Pacific Islands Monthly**, Vol. 30, No. 1, [August 1959], p. 131.

Two paragraphs about members of the Cook Island Legislative Council advocating the establishment of a broadcasting station.

No More Money for Cook Islands Broadcasts. **Pacific Islands Monthly**, Vol. 31, No. 1, [August 1960], p. 119.

Two-paragraph about the lack of funds for educational broadcasts.

They'll Make Their Own Transistors. **Pacific Islands Monthly**, Vol. 31, No. 2, [September 1960], p. 125.

Short item about establishment of the Cook Islands Radio Manufacturing Cooperative Society Limited which plans to produce a low-cost type of transistor receiving set.

Rarotonga Has Another 'First'. **Pacific Islands Monthly**, Vol. 31, No. 7, [February 1961], p. 125.

Short item about portable transistor transmitters used for inter-island communication.

COSTA RICA

Book

Blutstein, Howard I. **Area Handbook for Costa Rica.** Washington, D.C.: U.S. Government Printing Office, [1970].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Costa Rica.

UNESCO Aids to Supervise Installation of Educational TV. **New York Times,** [November 14, 1955], p. 52.

First TV Station Opens, San Jose: ABC Part Owners. **New York Times,** [May 8, 1960], p. 14, section V.

ECUADOR

Books

Background Notes, Republic of Ecuador. United States Department of State. Washington, D.C.: Government Printing Office, [1971].

Gore, Peter H. **The Highland Campesino, Backward Peasant or Reluctant Pawn: A Study of the Social and Economic Factors Affecting Small Farmer Modernization in Four Highland Ecuadorian Communities.** New York: Ithaca, [1971].

Linke, Lilo. **Ecuador: Country of Contrasts.** London: Oxford University Press, [1960].

Veliz, Claudio, ed. **Latin America and the Caribbean.** New York: F.A. Praeger, Inc., [1968].

Weil, Thomas E. **Area Handbook for Ecuador.** Washington, D.C.: U.S. Government Printing Office, [1973].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Ecuador.

Periodicals

O'Hara, Hazel. *The Voice of the Andes.* **America,** XIII, [September 1961]. pp. 27-30.

Newman, John F. *Radio Newscasting in Latin America.* **Journal of Broadcasting,** X [Winter 1965], pp. 25-32.

EL SLAVADOR

Books

Blutstein, Howard I. **Area Handbook for El Salvador,** Washington, D.C.: U.S. Government Printing Office, [1971].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of El Salvador.

Godfrey, Henry F. **Your El Salvador Guide.** New York: Funk & Wagnalls Company, [1968].

Periodicals

President Johnson Announces Loan for Pilot TV Station for School Instruction. **The New York Times,** [July 8, 1968], 17:1.

President Johnson inaugurates educational TV system sponsored by U.S., San Salvador. **New York Times,** [July 8, 1968], 17:1.

Government Station Program Praises Spanish Rebels. **New York Times,** [November 28, 1968], 3:1.

FIJI

Books

Belshaw, Ciril G. **Under the Ivi Tree: Society and Economic Growth in Rural Fiji.** Berkeley: University of California Press, [1964].

Brown, Stanley. **Men From Under the Sky.** Rutland, Vermont: Charles E. Tuttle Company, [1973].

History of Fiji from late 18th Century until cession to Britain in 1874.

Burns, Alan. **Fiji.** London: Her Majesty's Stationary Office, [1963].

Coulter, John Wesley. **The Drama of Fiji: A Contemporary History.** Rutland, Vermont: Charles Tuttle Co., [1967].

Henderson, John W. **Area Handbook for Oceania.** Washington, D.C.: U.S. Government Printing Office, [1971].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Fiji.

Periodicals

Another Newspaper and Radio for Lantoba? **Pacific Islands Monthly,** Vol. 26, No. 7, [February 1956], p. 121.

Spokesman for Fiji Kisan Sung, du Association of cane growers, says group planning to start newspaper at Lantoba and applying for license to operate a broadcasting station. Three short paragraphs.

MLC's Will Use Radio Appeals to Electors. **Pacific Islands Monthly,** Vol. 27, No. 10, [May 1956], p. 22.

Two very short paragraphs. Fiji Broadcasting Commission has agreed to make time available free to candidates for Fiji Legislature Council.

Better Radio Service in Fiji. **Pacific Islands Monthly,** Vol. 26, No. 11, [June 1956], p. 102.

Six short paragraphs. Fiji Broadcasting Company plans to install new transmitter at Lantoka to improve services.

Fiji No Longer Hears the ABC 9 o'clock News. **Pacific Islands Monthly,** Vol. 27, No. 1, [August 1956], p. 20.

Nine-paragraph article on discontinuance of Fiji Broadcasting Commission rebroadcast of Australian Broadcasting Commission evening news program because of complications with press agencies; newscast include material from agenices which Fiji Broadcasting Company was not paying to use.

A 'Smithy' Man for Suva Post. **Pacific Islands Monthly,** Vol. 27, No. 4, [November 1956], p. 135.

Short article reporting appointment of John Stannage as manager of Fiji Broadcasting Commission; gives brief bio background.

Fifteen Thousand Unlicensed Radios. **Pacific Islands Monthly**, Vol. 28, No. 3, [October 1957], p. 165.

Two paragraphs. Government threatening a campaign to enforce receiver license fee, estimated 30,000 radios in use. Licenses issued total 15,664. Government estimated losing $17,500/year.

British Government is Fiji Radio's Santa Claus. **Pacific Islands Monthly**, Vol. 28, No. 5, [December 1957], p. 101.

Six-paragraph story on annual financial report of Fiji Broadcasting Commission. Gives totals for expenditures revenues, cites importance of license fees in revenue picture.

Fiji's Mr. Hall Is a Busy Man. **Pacific Islands Monthly**, Vol. 29, No. 1, [August 1958], pp. 77 and 79.

Article on a Radio Licensing Inspector and his efforts to track down unlicensed radios. ($33,000 Is The Goal).

First The Set-Then TV (Maybe). **Pacific Islands Monthly**, Vol. 29, No. 10, [May 1959], p. 117

Short item about the Fiji Trading Company Limited in Suva importing and displaying a television set. The manager plans to experiment with reception from Australia.

TV For Suva–Maybe Later, Not Yet. **Pacific Islands Monthly**, Vol. 29, No. 11, [June 1959], pp. 141-142.

One column about the problems of bringing television to Suva.

New Transmitters for Fiji Broadcasting. **Pacific Islands Monthly**, Vol. 30, No. 5, [December 1959], p. 121.

Article about efforts to improve the Fiji Broadcasting Service by having two new 10 kilowatt outlets operating by the end of 1961.

How Long Will The Islands Keep Television at Bay?, **Pacific Islands Monthly**, Vol. 30, No. 7, [February 1960], p. 15.

One column about a Suva resident picking up perfect image and sound reception from Australia.

New Broadcasts From Fiji and Tarawa. **Pacific Islands Monthly**, Vol. 30, No. 10, [May 1960], p. 127.

Short article about a new English language broadcast outlet in Fiji and a new more powerful transmitter at Tarawa which should be operating within a month.

Fiji's Radio Correspondent. **Pacific Islands Monthly**, Vol. 32, No. 8, [March 1962], p. 25.

One-paragraph with further comment on the objectivity of the ABC.

Fiji's Broadcasting Service Pays Its Way. **Pacific Islands Monthly** Vol. 32, No. 11, [June 1962], p. 23.

One column disputing the facts about Fiji radio in a letter to the editor in the May issue.

School's In! On the Coconut Radio. **Pacific Islands Monthly** Vol. 32, No. 12, [July 1962], pp. 91-92.

Discusses education programs directed to Fiji classrooms in English.

He Makes Friends For Fiji on the Air Waves. **Pacific Islands Monthly** Vol. 32, No. 5, [December 1963], p. 81.

Article about a ham radio operator in Fiji.

Australia Firm Still Interested in Fiji Television. **Pacific Islands Monthly**, Vol. 35, No. 3, [March 1964], pp. 122-123.

Plans of Electronic Industries Limited of Australia to build two television transmitters on Fiji with a signal strong enough to be received in Western Samoa and part of Tonga.

TV Company Registered in Fiji. **Pacific Islands Monthly**, Vol. 35, No. 4, [April 1964], p. 123.

Short item on the application for a license to operate commercial television in Fiji by Fiji Television Limited.

Ban On Tobacco Advertising. **Pacific Islands Monthly**, Vol. 35, No. 6, [June 1964], p. 49.

The decision of the Fiji Broadcasting Commission to ban cigarette commercials from the radio.

No Television For Fiji – Yet. **Pacific Islands Monthly**, Vol. 35, No. 6, [June 1964], pp. 121-122.

Decision of the Fiji Government that Fiji is not ready for television.

Fiji Should Have Television ('But Not The Commericial Kind'). **Pacific Islands Monthly**, Vol. 40, No. 1, [January 1969], p. 31.

Mayday! Mayday! Come In Mayday! **Pacific Islands Monthly**, Vol. 40, No. 5 [Mau 1969], p. 55.

Article on Radio Suva with information on the area it covers, it broadcasts and the station's supervisor.

Less English For Fiji Radio – And No Television, **Pacific Islands Monthly**, Vol. 41, No. 3 [March 1970], p. 32.

Article about a report by a 12-man Broadcasting Review Committee on how to improve Fiji radio programs and whether television is feasible in Fiji.

New Way To Tax Fiji Radio Sets, **Pacific Islands Monthly**, Vol. 41, No. 4 [April 1970], p. 143.

Two-paragraphs about the proposal that the Fiji Government levy a tax on each radio sold instead of continuing the radio listeners' tax.

Radio Link, **Pacific Islands Monthly**, Vol. 43. No. 3 [March 1972], p. 29.

Short item about a $15,000 grant from the Carnegie Foundation which made possible an experimental satellite communications link-up between Fiji and Hawaii.

Getting Bounce Into Radio Fiji, **Pacific Islands Monthly**, Vol. 43, No. 5 [May 1972], p. 83.

Discusses plans to broadcast programs on one network in English and Fijian and on another network in Hindustani and English. The Fiji Broadcasting Company plans to reduce the number of English language programs.

FRENCH POLYNESIA

Books

Henderson, John W. **Area Handbook for Oceania.** Washington, D.C.: U.S. Government Printing Office, [1971].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of French Polynesia.

Thompson, Virginia and Adloff, Richard. **The French Pacific Islands: French Polynesia and New Caledonia.** Berkeley: University of California Press, [1971].

> The aim of this book is to examine the phenomena responsible for the French Island's present transitional situation. It will also indicate the problems that their inhabitants will inevitably face when and if the islands' status is changed from a quasi-colonial to a soveriegn one.

Periodicals

Radio Tahiti. **Pacific Islands Monthly**, Vol. 26, No. 12, [July 1956], p. 23.

> Radio Tahiti appears to have increased power. Now heard well throughout E. Pacific. Gives schedule and frequency. Two short paragraphs.

Radio Tahiti. **Pacific Islands Monthly**, Vol. 27, No. 1, [August 1956], p. 59.

> One paragraph at the bottom of left column. No headline. Gives change of schedule for Radio Tahiti English news broadcast.

New Caledonia, Tahiti to Have TV, Too. **Pacific Islands Monthly**, Vol. 35, No. 11, [November 1964], pp. 63-64.

> Plans of the French government to install television stations in Tahiti and New Caledonia.

Tahiti Has TV, Too. **Pacific Islands Monthly**, Vol. 36, No. 11, [November 1965], p. 40.

> One paragraph about the first television transmission in Tahiti.

It's All 'Go' For French Pacific TV. **Pacific Islands Monthly**, Vol. 36, No. 12, [December 1965], p. 8.

> Information about Tele Nounea and Tele Tahiti and speculation over how much a television license will cost.

All Aboard: Some Pacific Specifics. **S.F. Examiner & Chronicle**, [May 26, 1974], p. 4.

> Travel.

GILBERT AND ELLICE ISLANDS

Books

Coates, Austin. **Western Pacific Islands.** London: Her Majesty's Stationery Office, [1970].

> This book is one of a series of illustrated volumes dealing with the United Kingdom's dependent territories, the way their people live, and how they are governed.

Reuhen, Olaf and Shadbolt, Robert. **Isles of the South Pacific.** Washington, D.C.: National Geographics Special Publications Divisions, [1968].

Periodicals

New Broadcast Station for Tarawa. **Pacific Islands Monthly**, Vol. 29, No. 7, [February 1959], p. 147.

> Short item about improved broadcast service in the Gilberts which should begin September 1959.

Plake, Marvin. *Ellice Islands.* **Travel**, [December 1968], pp. 50-51.

GUAM

Books

Beardsley, Charles. **Guam: Past and Present.** Tokyo, Japan and Rutland, Vermont: Charles E. Tuttle Co., 6th printing 1973, [1964].

Henderson, John W. **Area Handbook for Oceania.** Washington, D.C.: U.S. Government Printing Office, [1971].

> This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Guam.

Holmes, J.R., ed. **This Is Guam.** Agana: Pacific Press, [1953].

GUATEMALA

Books

Adams, Richard N. **Crucifixion by Power: Essays on Guatemalan National Social Structure, 1944-1966.** Austin, Texas: University of Texas Press, [1970].

Dombrowski, John. **Area Handbook for Guatemala.** Washington, D.C.: U.S. Government Printing Office, [1970].

> This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Guatemala.

Periodicals

President Ubico Signs Bill for Purchase of Broadcasting Station. **New York Times**, [May 8, 1937], p. 21.

Alisky, M. *Red Radio in Guatemala.* **Radio Daily**, [June 24, 1954], p. 6. *Central American Radio.* **Quarterly of Film, Radio and Television, 10(59), [Fall 1955].**

Educational TV Programs Under Alliance for Progress. (Descriptive title only). **New York Times**, [May 5, 1963], p. 3.

HONDURAS

Book

Blutstein, Howard I. **Area Handbook for Honduras.** Washington, D.C.: U.S. Government Printing Office, [1971].

> This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Honduras.

HONG KONG

Periodicals

Hong Kong to Get Commercial Television. **Broadcasting**, [January 31, 1966].

International Group, Including Time, Inc., and NBC Get Franchise for First Television Station. **New York Times**, [January 27, 1966], p. 67.

Hong Kong. **Television Age**, [July 3, 1967], pp. 64-65.

Harrison, H. *Hong Kong's New Dialect Problems.* **Variety,** [April 14, 1971], p. 70.

Too Much Outside Film in Hong Kong TV. **Broadcasting,** [November 15, 1971], p. 57.

Installation of Earth Stations. **International Telecommunications Journal,** 39, [February 1972], 51.

Smash Telethon in Hong Kong. **Variety,** [August 23, 1972], p. 42.

Hong Kong Set for 2 More TV Outlets. **Advertising Age,** [August 28, 1972], p. 14.

J. Channing, (Dr. of Education). *Evaluation of First Year Ed. TV.* **Educational Television,** Hong Kong: Government Printer, Vol. 1, No. 1, [September 1972].

> Equipped ETV Production Center. Programs have been drafted in consultation with teachers committee. ETV syllabuses closely related to those in Primary schools. Team effort: Film; Photographic and graphic arts. Pre-recorded 3 months. 100,000 3rd year primary school pupils reached first year. Basic subjects – English, Chinese, mathematics, Social Studies. 1 Program per week in each of above – 30 week broadcasting year accompanied by detailed notes for teachers and pupils. Presume careful preparation and application of each lesson. Progress in adding Primary and Secondary Schools until equal 500,000 children.

Edmonds, Miss Olive M. *ETV in the Classroom.* **Educational Television,** Hong Kong: Government Printer, H, Vol. 2, No. 1, [1972-1973].

> Vocabulary development. Visual aid to learning.

Men Behind Kung Fooey. **Time,** [June 11, 1973], p. 75.

INDIA

Books

Broadcasting in India. Ministry of Information and Broadcasting. Government of India: Recorder Press, [1972].

The Research and Reference Division, Ministry of Information and Broadcasting Government of India, ed. **India: A Reference Annual 1973.** New Delhi: Publications Division Ministry of Information and Broadcasting, Government of India, Patiala House, [1973].

> This compiled work of references carries information on diverse aspects of India's national life.

Kale, Pramod. **Satellite Instructional Television Experiment.** AIAA Paper No. 71-884, New York: American Institute of Aeronautics and Astronoautics, [1971].

Shinn, Rinn-Sup. **Area Handbook for India.** Washington, D.C.: U.S. Government Printing Office, [1970].

> This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of India.

Periodicals

Weatherall, Ernest. *India's Golden Age of Radio.* **Variety,** [November 8, 1967], p. 45.

India's Backward TV Development. **Variety,** [February 21, 1968], p. 52.

India's Advertisers Plug for Commercials on Nation's TV Network – If and When. [May 6, 1970], p. 58.

Nayar, B. K. Dr. *Television in India.* **ASWA Newsletter,** (Asian Science Writers Assoc.), No. 3, [December 1971].

> 450 million peoples of India in rural areas. Has surface area of 2.8 million sq, Kms. 8 states inhabited by 550 million people speaking 15 main languages. 82% of this population live in rural areas. 70% are in agricultural activities. Main communication was 70 Sound Broadcasting radio stations. As of 15 September 1959 Experimental T.V. Service started by India Radio at Delhi. Need education of peoples to get level of academic knowledge as a prerequisite. Need Satellite system – Economics aspect. The conventional ground-based terrestrial system, supplemented by part-time usage of Communication Satellites thus appears to be more suitable for adaptation in India. The main advantages are: 1) Flexibility to national linguistic needs; 2)Developments and availability of funds; 3) Technology, hardware and know-how can be made available indigenously and capital outlay is less compared to that for satellite-based system; and 4) The recurring costs may be higher but it will ensure greater utilization of indigenous technical talent.
>
> Main portion of rural population is still to be prepared to make them properly receptive if main object is to be edification and not entertainment.
>
> For more than one reason it is inevitable that we will use satellites for telecommunication if not TV. Why not incorporate TV system also?

INDONESIA

Books

Agassi, Judith B. **Mass Media in Indonesia.** Cambridge, Mass: Center for International Studies, Mass Int. of Tech. 1969.

Eschenbach, Josef. **Rural Broadcasting in Indonesia: Report After Two Years of Experience,** Djakarta: January, 1972.

Feith, Herbert. **The Decline of Constitutional Democracy in Indonesia.** Ithaca, N.Y.: Cornell University Press, [1962].

Hughes, John. **Indonesian Upheaval.** New York: David McKay Co., Inc., [1967].

Koch, C. **Indonesia: Educational Broadcasting.** Paris: UNESCO, [1968].

McVey, Ruth T., ed. **Indonesia.** New Haven, Conn.: Southeast Asia Studies, Yale University, [1967].

Zainu'ddin, Ailsa. **A Short History of Indonesia.** New York: Praeger Publishers, [1970].

Periodicals

TV Introduced in Indonesia. **International Commerce,** [January 28, 1963], p. 16.

Sheehan, Neil. *Jakarta TV Fare Heavy on Politics.* **New York Times,** [July 18, 1965], p. 5.

Suharto Curbs Broadcasts. **New York Times,** [January 20, 1968], p. 10.

Distant Sounds of Flutes. **Holiday,** [February 1970], 47:32-37.

25th Anniversary of Independence Marked in Jakarta With Big Parade. **New York Times**, [August 18, 1970], p. 6:4.

Lubis, Mochtar, et.al. *Indonesia: A Special Report.* **The Times** (London), [August 17, 1971], pp. I-VI.

Indonesian Government in Move Against Spread of Communist Influences. **New York Times**, [March 26, 1972], p. 14:5.

Indonesian government in move against spread of Communist influences, imposes censorship regulations for all imported records, recorded tapes and cassettes containing Chinese songs.

China Reportedly Toned Down Radio Broadcasts. **New York Times**, [May 30, 1972], p. 24:4.

China reportedly toned down radio broadcasts which denounced President Suharto's government in efforts to reconcile 2 countries differences.

Fields, Dorothy. *Indonesia's Overlooked Islands.* **San Francisco Examiner** and **Chronicle**, [January 20, 1974].

Travel.

The Dream Still Comes Alive—Bali. **Travel Leisure**, Vol. 4, No. 3, [March 1974].

Greenway, H.D.S. *Investment Woes in Indonesia.* **Honolulu Advertiser**, (Washington Post Service), [May 11, 1974].

JAPAN

Books

Broadcasting in Japan: A Historical Review. Tokyo: Nippon Hoso Kyokai, [1964].

Cassirer, R. Henry. **Television Teaching Today.** Paris: UNESCO, [1960].

Education and Broadcasting in Japan. Japan: Ministry of Education, Government of Japan, [1969].

The History of Broadcasting in Japan. Tokyo: Radio and Television Cultural Research Institute, [1967].

Japan NAB Handbook. Japan: National Association of Commercial Broadcasters in Japan, [1969].

The Japan of Today. Japan: Ministry of Foreign Affairs, [1970].

Japan Statistical Yearbook 1972. Bureau of Statistics, ed., Office of the Prime Minister, [1972].

Statistical revue of Japan, from banking and finance to housing, to communications.

NHK Today and Tomorrow. Japan: Japan Broadcasting Corporation (Nippon Hoso Kyokai), [February 1972].

Nishimoto, Mitoui. **The Development of Educational Broadcasting in Japan.** Tokyo: Sophia University Press in cooperation with Charles E. Tuttle Company, [1969].

Norman, E. Herbert. **Japan's Emergence as a Modern State.** New York: Institute of Pacific Relations, [1960].

Periodicals

Japan Becomes Top TV Nation. **Broadcasting**, [February 5, 1968].

Sony Turns on Color Television. **Magazine of Wall Street**, [July 6, 1968], 122:27-9.

Abercombie, Thomas. *Kansai: Japan's Historic Heartland.* **National Geographic**, [March 1970].

Japan's Remarkable Industrial Machine. **Business Week**, [March 7, 1970].

Coleman, Howard C. *Japan's Set Ownership at 90% of Home Saturation A Phenomenon.* **Variety**, [April 8, 1970], pp. 91-100.

Russians Are Coming? **Newsweek**, [April 13, 1970].

Promoting Russian Products on Japanese TV.

TV Set Tiff: Japan Out Of Focus. **Senior Scholar**, [September 28, 1970].

Revolt of Mama-San. **Time**, [December 7, 1970].

Boycott against buying home-built color TV sets.

Boycott Tunes Down Japans TV Makers. **Business Week**, [March 6, 1971].

Henry, J. *Ratings Aren't Everything in Japan.* **Variety**, [April 28, 1971], p. 53.

Belton, J. *Crucified Lovers of Mizoguchi.* **Film Quarterly**, [Fall 1971], pp. 15-19.

Japan Foreign Competition for Educational TV, Top Award for US Show Sesame Street. **New York Times**, [November 16, 1971], p. 90.

Fukuyama Center of the Hiroshima Television Company. **Japan**, [March 1972], p. 14.

Belt, F.H. *What's Different About Japanese Color TV?* **Popular Electronics**, [April 1972].

Cultural Exchange: Japanese-American. **Broadcasting**, [August 28, 1972], p. 5.

Japanese Lag in Color TV Race. **Business Week**, [November 4, 1972].

Lachenbruch, D. *Report from Tokyo.* **Radio Electronics**, [January 1973].

Made in Japan Meets Made in the U.S. **Broadcasting**, [February 12, 1973], p. 60.

N.Y. Festival This Week Opens Japanese Exchange. **Broadcasting**, [March 19, 1973], p. 126.

Colour Television: Fending Off the Japanese. **Economist**, [July 21, 1973], p. 75.

Japan Seeks Broadcast Satellite. **Aviation World**, [August 13, 1973], p. 19.

Moskowitz, Milton. *It's U.S. vs. Japan In the TV Field.* **San Francisco Chronicle**, [April 6, 1974].

Bartlett, Tony. *Japan Tourism to Isles Up 30%.* **Honolulu Star Bulletin**, [May 16, 1974].

Given, John C. *Fortunes Made in Real Estate: Japan in Wild Land Boom.* **Honolulu Star Bulletin**, [May 16, 1974].

SOUTH KOREA

Books

Area Handbook for the Republic of Korea. American University, Foreign Area Studies Division. Washington, D.C.: U.S. Government Printing Office, [1969].

Catholic Broadcasters of Asia. Sponsored by UNDA/ASIA. Quezon City, Philippines: Radio Veritas, [1971].

Chung, Kyung Cho. **Korea: The Third Republic.** New York: MacMillan Co., [1971].

Korea Annual 1972. 9th ed. Seoul, Korea: Hapdong News Agency, [1972].

An annual report on South Korea from climate to communications.

Periodicals

Hulsen, A.L. *Radio Education in Korea.* **Educational Broadcasting Review**, [December 1967].

Chang, Yong. *Telecommunications and Postal Services in Korea.* **Korea Journal**, [January 1969].

New Korean TV Station Books 80 percent of Available Time in First Week. **Advertising Age**, [September 22, 1969].

Conferees Agree on $1.8-Billion Foreign Aid Bill. **New York Times**, [January 8, 1970], p. 8.

Kim, Samuel. *Korea Acts to Temper Growth.* **New York Times**, [January 19, 1970], p. 59.

Skyline of Seoul Rises Proud and Gleaming. **New York Times**, [January 19, 1970], p. 63.

McNamara to Visit Korea. **New York Times**, [April 30, 1970], p. 57.

Seoul Indicates Four for Poem. **New York Times**, [June 21, 1970], p. 24.

Shabecuff, Philip. *South Korea Sacrifices Liberties for Security and Economic Growth.* **New York Times**, [June 25, 1970], p. 15.

U.S. Aid Official Assures Seoul on Economic Help. **New York Times**, [September 19,1970], p. 7.

South Korea Growth Slows. **New York Times**, [January 18, 1971], p. 52.

South Koreans' Set 3D Five Year Plan. **New York Times**, [February 14, 1971], p. 23.

Students Battle Police in Seoul. **New York Times**, [February 14, 1971], p. 23.

Students Battle Police in Seoul. **New York Times**, [April 7, 1971], p. 8.

Korean Farmers Leave The Land. **New York Times**, [April 11, 1971], p. 7.

Shabecoff, Philip. *South Korea's Economy Booming With Cheap Labor.* **New York Times**, [May 12, 1971], p. 57.

Jitters In Seoul. **New York Times**, [December 12, 1971], sec. 4, p. 2.

Halloran, Richard. *Investments Up For South Korea.* **New York Times**, [August 15, 1972], p. 55.

Halloran, Richard. *South Korea Debutes Parks Leadership.* **New York Times**, [August 18, 1972].

Halloran, Richard. *Japan and Korea Curbing Enmity.* **New York Times**, [August 27, 1972], p. 4.

Tokyo Offers Soft Loans of $170-Million to Seoul. **New York Times**, [September 7, 1972], p. 61.

Seoul's Military Chiefs Back President in Martial Law. **New York Times**, [October 19, 1972], p. 3.

Teacher's College To Reopen, After Easing of Martial Law. **New York Times**, [October 20, 1972], p. 3.

Schwarz, Daniel. *The Presidential Issue, Now Korea.* **New York Times**, [October 22, 1972], Sec. 4, p. 12.

Schwarz, Daniel. *Falling Dominoes.* **New York Times**, [November 5, 1972], sec. 4, p. 14.

Troops Withdraw In Seoul. **New York Times**, [November 20, 1972], p. 2.

Curbs Are Eased In South Korea. **New York Times**, [December 14, 1972], p. 9.

Park Is Named To A Third Term By Electoral Body In Seoul. **New York Times**, [December 23, 1972], p. 6.

Halloran, Richard. *Park Said To Plan Changes To Extend Tenure In Seoul* **New York Times**, [October 20, 1973], p. 3.

NORTH KOREA

Books

Area Handbook For North Korea. American University, Foreign Areas Studies Division. Washington, D.C.: U.S. Government Printing Office, [1969].

Periodicals

Schramm, Wilbur, and Riley, J.W., Jr. *Communication In The Sovietized As Demonstrated In Korea.* **American Sociological Review**, Vol. 16, pp. 756-757.

Shinn, Rinn-Sup. **Area Handbook For North Korea.** Washington, D.C.: U.S. Government Printing Office, [1969].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of North Korea.

Korean Solution. **Time**, [April 5, 1971], p. 26.

The War - Has It Passed. **Time**, [July 26, 1971], p. 17.

A Message To All Who Will Listen. **Time**, [July 17, 1972], p. 22.

Power Grab. **Time**, [October 30, 1972], p. 44.

Political

President For Life. **Time**, [November 6, 1972], p. 69.

Political

LAOS

Books

Laos: Capsule Facts for the Armed Forces. United States Department of Defense, Washington, D.C.: Government Printing Office, [1968].

Toye, Hugh. **Laos: Buffer State of Battleground.** London: Oxford University Press, [1968].

Viravong, Maha Sila. **History of Laos.** New York Paragon Book Reprint Corp., [1964].

Whitaker, Donald P. **Area Handbook for Laos.** Washington, D.C.: U.S. Government Printing Office, [1972].

> This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Laos.

Periodicals

Indochina. **Time,** [April 5, 1971], p. 20.

Incident on Route 9. **Time,** [April 5, 1971], p. 25.

What It Means. **Time,** [April 5, 1971].

The War. **Time,** [April 12, 1971], p. 24.

Indochina. **Time,** [May 10, 1971], pp. 24-25.

Laos the Twilight Zone. **Time,** [August 16, 1971].

Dark Events. **Time,** [October 23, 1972], pp. 47-48.

Political.

The Shape of Peace. **Time,** [November 6, 1972], pp. 14-17.

Another Pause in the Pursuit of Peace. **Time,** [November 13, 1972], p. 18.

Political

The Dance Around the Fire. **Time,** [November 20, 1972], p, 43.

Final Push for Peace. **Time,** [January 29, 1973], pp. 10-11.

MACAO

Book

Pastore, Arthur R. Jr., *Macao Centuries Away From Mod Orient.* **Honolulu Advertiser** and **Sunday Star-Bulletin** [May 19, 1974].

MALAYSIA

Books

Emerson, Rupert. **Malaysia.** Singapore: University of Malaya Press, [1969].

Henderson, H., and F. Goodship. **Malayia: A National Radio and Television Training Center.** Paris: UNESCO, [1969], p. 72.

Henderson, John W. **Area Handbook for Malaysia.** Washington, D.C.: Government Printing Office, [1970].

> This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Malaysia.

Gould, James W. **The United States and Malaysia.** Cambridge, Massachusetts: Harvard University Press, [1969].

> The purpose of this book is to show that Malaysia can live in peace with Singapore and Burnei, and how this remarkable development came about. Also to tell how Americans have contributed to this development and to suggest how the development will continue.

Malaysia Official Year Book. Federal Department of Information with Cooperation of Ministries and Departments of the Malaysian Government Press by Thor Beng Chong, A.M.N., [1969].

Purcell, Victor. **Malaysia.** New York: Walker & Co., [1965].

Periodicals

Merkey, Sanford. *Malaysian T.V., Now In Its Third Year, Has a Dialect Problem.* **Variety,** [June 23, 1965], pp. 53-54.

Ooi, Gordon. *T.V. in Malaysia.* **Variety,** [March 29, 1967], p. 54.

Television Around the World. **Television Age, "International Issue,"** [January 1, 1968], p. 32.

Meng, Leong Hew. **First Secretary, Information, Personal Letter of Information About Malaysian Television.** [November, 1971].

Snow, Crocker Jr. *Malaysia: A 'Combustible' Melting Pot.* **Honolulu Advertiser,** [May 11, 1974], (The Boston Globe).

McRae, Roddy, *Pulau Pinang.* **Pacific,** Vol. 3, No. 1, [1974], (Quarterly).

MEXICO

Book

Emery, Walter B. **National and International Systems of Broadcasting: Their History, Operation and Control.** East Lansing, Michigan: Michigan State University Press, [1969].

Periodicals

Vladimir, Andrew. *Mexican Media Mix.* **Media in Decision,** [July, 1967], p. 14.

Lowry, Dennis T. *Radio, TV and Literacy in Mexico.* **Journal of Broadcasting,** XIV, [Spring, 1970], pp. 239-244.

Government to Explain Mexican FM Plan. **Broadcasting,** [June 26, 1972], p. 52.

FCC, State Department Have a Date in Mexico City. **Broadcasting,** [July 10, 1972], p. 29.

Progress Seen on Mexican FM Problem. **Broadcasting,** [August 7, 1972], p. 35.

Any Real Progress in Border Dispute With Tijuana FM's? **Broadcasting,** [August 14, 1972], p. 33.

> The border shoot out in broadcasting terms as the U.S. tries to reach an accord with our Mexican neighbors to the South.

U.S., Mexico Sign That Deal for San Diego – But Without the Small Print. **Broadcasting,** [November 13, 1972], p. 28.

> Mexico and the U.S. have long had hassles about interference on each others' frequencies and those big 100KW transmitters across the border. This article deals with a treaty to end all of that . . . at least on one frequency.

Mexican TV Networks Set Joint Venture. **Advertising Age,** [January 29, 1973], p. 64.

XETV Turned Down. **Broadcasting,** [April 30, 1973], p. 45.

Border Fight Flares Anew. **Broadcasting,** [March 26, 1973], pp. 82-83.

The never ending battle between the U.S. and Mexico over frequencies and power continues to be waged. Another hassle brews between the Americans and our neighbors to the South.

Mexico Tightens Regulations on TV Programs. **Advertising Age** [April 30, 1973], p. 68.

NAURU

Book

Viviani, Nancy. **Nauru.** Honolulu: University of Hawaii Press, [1970].

Periodicals

'Good Morning, This is Radio Nauru'. **Pacific Islands Monthly,** Vol. 39, No. 8, [August 1968], p. 32.

One-column about the opening of Radio Nauru which broadcasts in Enlgish and Nauruan and has shows originating in Nauru and relays from Radio Australia.

President of Nauru Sees Queen. **The Times,** (London), [May 23, 1970], p. 4.

BBC Not Welcome in Nauru. **Pacific Islands Monthly,** Vol. 42, No. 2, [February 1971], p. 40.

Article about a BBC current affairs reporter and his production team being refused entry permits to Nauru to film the third anniversary of Nauru's independence and also scenes from everyday life on the island.

Nauru Aids Neighbors in Pacific. **San Francisco Examiner,** [October 31, 1972], p. 12

NEPAL

Books

Harris, George L. **Area Handbook for Nepal, Bhutan and Sikkim.** Washington D.C.: U. S. Government Printing Office, [1973].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Nepal.

Periodicals

TV Station Planned, Kathmandu Valley. **New York Times,** [May 24, 1963], p. 6:5.

Tibet-Nepal New Radio Link in Operation. **New York Times,** [September 30, 1963], p. 43:3.

NEW CALEDONIA

Books

Thompson, Virginia and Richard Adloff. **The French Pacific Islands: French Polynesia and New Caledonia.** Berkeley: University of California Press, [1971].

The aim of this book is to examine the phenomena responsible for the French Island's present transitional situation. It will also indicate the problems that their inhabitants will inevitably face when and if the islands' status is changed from a quasi-colonial to a sovereign one.

Henderson, John W. **Area Handbook for Oceania.** Washington, D.C.: U.S. Government Printing Office, [1971].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of New Caledonia.

Periodicals

New Broadcasting Station for Noumea. **Pacific Islands Monthly,** Vol. 29, No. 7, [February 1959], p. 79.

Short item about the radio station at Noumea changing from short-wave to the regular broadcast band with reception as far as Auckland.

Radio Noumea 'Might Suffer Interference.' **Pacific Islands Monthly,** Vol. 31, No. 5, [December 1960], p. 128.

Three paragraphs about possible interference of Radio Noumea in New Caledonia by a new New Zealand Broadcasting Service transmitter.

France Gets A Move On (No One Knows Why) With Noumea's Television. **Pacific Islands Monthly,** Vol. 36, No. 7, [July 1965], p. 51.

Article is about the French government building a television station in Noumea. Includes information about why they are anxious to complete it and the resistance they face.

Australian TV Beats the Local Variety to Noumea's Sets. **Pacific Islands Monthly,** Vol. 36, No. 11, [November 1965], p. 40.

Short item about television broadcasts from Australia being received by viewers in Noumea.

Caledonian Politician Goes on Television – For The First Time. **Pacific Islands Monthly,** Vol. 41, No. 4, [April 1970], p. 103.

One column about the Caledonian Deputy to the French National Assembly being allowed to speak on Noumea television. Previously Caledonian politicians had been denied the use of television because they weren't members of national parties constituted in metropolitan France.

Have You Picked Up Radio Noumea? **Pacific Islands Monthly,** Vol. 41, No. 5, [May 1970], p. 38.

Short item about Radio Noumea expanding its broadcast coverage by transmitting short-wave from St. Marie Island. Includes broadcast hours and frequencies.

NEW HEBRIDES

Books

Johnson, Martin E. **Cannibal-land: Adventures With a Camera in the New Hebrides.** Houghton-Mifflin, [1922].

Harrisson, Thomas H. **Savage Civilization.** Knopf, [1937].

Belshaw, Cyril S. **Changing Melanesia.** Oxford University Press, [1954].

Smith, Mary Benton. **Islands of the South Pacific.** Menlo Park, Calif.: Lane Press, [1966].

Periodicals

Annual Report. New Hebrides British National Service Information Department[1971].

Islands Await Americans. (map, illustrations), **New York Times,** [March 20, 1971].

Description of Attractions. **New York Times,** [June 21, 1970], X:25.

Travel.

John Frum Movement. (map), **New York Times,** [April 19, 1970].

French-British Dual Administration. (map, illustrations), **New York Times,** [April 11, 1970].

J. Donald Describes Art. (map, illustrations), **New York Times,** [May 16, 1971], X:7.

Travel.

Tax Benefits Bring Companies. (map), **New York Times,** [May 10, 1971].

1972 Economic Review. **New York Times,** [January, 1973].

NEW ZEALAND

Books

The Broadcasting Future For New Zealand. Report of the committee on broadcasting. Presented to the House of Representatives by leave. Wellington, [July 31, 1973].

A new system of control and operation of broadcasting (including television) in New Zealand under publicly owned but competitive channels. The committee consisted of Professor Kenneth Adam, C.B.E., of London; Professor Robert McDonald Chapman, Auckland; Dr. John Lochiel Robson, C.B.E., Wellington; and Dorothea Frances Turner, Wellington.

Public Law. Act to make better provision for the carrying on of radio and television broadcasting services; to establish the Broadcasting Council of New Zealand. Radio New Zealand, Television Service One, and Television Two; to define the functions and powers of those bodies; and to provide for certain other matters in relation to radio and television broadcasting. No. 116, New Zealand, [1973].

Periodicals

Radio-NZ Gives Poor Service. **Pacific Islands Monthly,** Vol. 27, No. 1, [August 1956], p. 20.

Eight-paragraph article pointing out that New Zealand Broadcasting Service shortwave programs intended for New Zealand territories are poorly received. Low power and low budget. Stresses the need for improved news programs.

New Zealand 'Calls the Cooks'. **Pacific Islands Monthly,** Vol. 30, No. 5, [December 1959], p. 43.

One paragraph about a new Radio New Zealand program conducted in the Maori language.

TV Importers Receive A Short Circuit. **Pacific Islands Monthly,** Vol. 31, No. 2, [September 1960], p. 123.

Short item about New Zealand raising the duty on television sets brought by residents from Fiji where they are much less expensive; also from August, Auckland area residents will have to pay an annual television license fee.

Stringer, Gilbert H. *The Establishment of Private TV Translators in New Zealand.* **EBU Review,** 96, Part B, [March 1966], p. 24.

Commercial Operation Sought in New Zealand. **Broadcasting,** [February 17, 1967].

Stringer, Gilbert H., et. al. *The New Zealand Broadcasting Corporation.* **EBU Review,** [Janaury 1964], p. 18.

How Independent is New Zealand's Broadcasting Corporation. **Journalism Quarterly,** [Spring 1969], p. 105

New Zealand's TV Policies Draw Blast by Opposition Chief. **Advertising Age,** [September 8, 1969], p. 78.

Toogood, Alex. *New Zealand Broadcasting: A Monopoly in Action.* **Journal of Broadcasting,** XIV (1), [Winter 1969-70].

Benchley, Peter. *New Zealand's Bountiful South Island.* **National Geographic,** [January 1972].

New Zealand PM Will Keep TV in Government Hands. **Advertising Age,** [December 11, 1972].

New Zealand Government Blocks TV Channel Liscensing Move. **Advertising Age,** [April 2, 1973], p. 25.

New Zealand TV Boosts Local Fare. **Advertising Age,** [June 25, 1973], p. 24.

Kleiner, Dick. *New Zealand, Happiness Is Being Behind.* **San Francisco Examiner and Chronicle,** [March 3, 1974], p. 5.

Travel.

NICARAGUA

Book

Meyer, Harvey K. **Historical Dictionary of Nicaragua.** Metuchen, N.J.: The Scarecrow Press Inc., [1972].

A compiled study of historical names and activities in Nicaragua.

Periodicals

Nicaraguan President Broadcasts Health Plea. **New York Times,** [November 13, 1936], p. 2.

Nicaragua Gets First TV Station. **New York Times,** [July 7, 1956], p. 51.

Radio and TV 'Muzzle.' **Hispanic American Report,** XIII, No. 10, [December 1960], p. 686.

Nicaraguans Prefer Japanese Radios. **Foreign Commerce Weekly,** [April 3, 1961], p. 35.

Alisky, Marvin. *The End of Nicaragua's Radio Freedom.* **Journal of Broadcasting,** [Fall 1961], pp. 311-314.

Riots Provoked by Censorship Bill. **Hispanic American Report,** XV, No. 7, [September 1962], p. 599.

Literacy Campaign Begun. **Hispanic American Report,** XVII, No. 2, [April 1964], p. 123.

Reforms Asked for Judiciary and Radio Code. **Hispanic American Report,** XVII, No. 3, [May 1964], p. 218.

NORFOLK ISLAND

Periodicals

Norfolk Island's Radio Station Under Fire. **Pacific Islands Monthly**, Vol. 33, No. 1, [August 1962], p. 131.

Dispute between the Norfolk Island Administration and the Norfolk Island Council over extending the broadcast service of the Administration's radio station.

First Television Picked Up on Norfolk Island. **Pacific Islands Monthly**, Vol. 35, No. 1, [January 1964], p. 40.

Short item about a man picking up television channels from Australia on Norfolk Island with the only television on the island.

NIUE

Periodicals

There's A Bright New Light Life on Niue. **Pacific Islands Monthly**, Vol. 39, No. 4, [April 1968], p. 61.

Three paragraphs about the government on Niue buying 300 Japanese radios to sell to the island's inhabitants so they can listen to the new radio station.

Niue's Only Telly Fan. **Pacific Islands Monthly**, Vol. 42, No. 9, [September 1971], pp. 43-45.

Short item about the owner of the only television on Niue and his reception from Hawaii and Pago Pago.

OKINAWA

Periodicals

KSBK Broadcasts only in English for Americans, KSAR Broadcasts in Japanese. **New York Times**, [September 3, 1955], p. 31.

Far Eastern Broadcasting. Protestant Missionary Company Builds 100 Kw Radio Transmitter, Okinawa. Able to Reach All of China and Part of USSR. **New York Times**, [August 24, 1959], p. 18.

Silencing of Radio Stations Protested. **Hispanic American Report**, XIII, No. 8, [October 1960], p. 515.

PAKISTAN

Books

Pakistan Yearbook. Dacca: Government of Pakistan Printing, [1970].

Zaman, Rafe-uz, ed. **Pakistan Yearbook 1971.** Karachi, Dacao: National Publishing House, LTD, [1971].

This compiled study is of Pakistan, its land, people, government, transportation and much more.

Pakistan Yearbook 1970. Government of Pakistan Printing, [1970].

Central Statistical Office, ed. **25 Years of Pakistan in Statistics 1947-1972.** Karachi: The Manager of Publications, [1972].

Periodicals

Butt, Ashgar. *Radio Pakistan Today.* **EBU Review**, No. 81, Part B, [September 1963], p. 28.

New York Times, Section 6, [April 13, 1967], p. 18.

Third Year of Television. **EBU Review**, No. 103, Part B, [May 1967], p. 64.

Technical Development of Radio Pakistan. **Telecommunications Journal**, [July 1967], p. 240.

New York Times. [March 7, 1971], p. 3:6.

Yahya Kyan warns against secession in radio broadcast to nation.

New York Times. [March 27, 1971], p. 1:8.

Pakistan radio monitored in India reports that Sheik Mujibur Rahman was arrested only hours after he proclaimed East Pakistan independent. Pakistan radio reports 24 hour curfew in Dacca was lifted for a 9 hour period indicating that the army was in control of the city.

New York Times. [March 27, 1971], p. 1:8.

Radio station broadcasts proclamation of an independent people's republic. Most sources of communication with E. Paksitan broken off with reports of uprising coming mainly from India news dispatches.

New York Times. [March 28, 1971], p. 1:8.

Clandestine radio says General Khan assassinated. Official Pakistan radio says army in full control of E. Pakistan, Mujibur denies in broadcast he was arrested.

New York Times. [March 28, 1971], p. 1:7.

New York Times correspondent S. H. Schanberg one of 35 foreign newsmen expelled from East Pakistan, describes first outbreak of fighting in Dacca.

New York Times. [March 28, 1971], p. 3:5.

Pakistan protests to India about interference. Charges Indian news reports of fighting are exaggerated and designed to malign Pakistan.

New York Times. [March 28, 1971], p. 3:4.

Military authorities expell 25 foreign newsmen after confining them to hotel in Dacca for 48 hours. Soldiers threaten to shoot newsmen if they left. Correspondents searched and their notes, films and files confiscated.

New York Times. [March 29, 1971], p. 1:8.

Government continues strict censorship. A.P. reporter states army in full control of Dacca. Pakistan radio reports life is returning to normal. Clandestine radio set up by rebels say liberation army is moving towards Dacca.

New York Times. [March 29, 1971], p. 1:5.

Illustration of televised scene of fighting in Dacca. Film smuggled out of East Pakistan by ABC News.

New York Times. [March 30, 1971], p. 1:1.

Two English-language newspapers in Dacca reportedly resume publication.

New York Times. [March 31, 1971], p. 2:6.

TV news shows General Khan meeting with officials.

New York Times. [April 15, 1971], p. 4:7.

Station calling itself Free Bangla Desh Radio broadcasts messages of secessionist-proclaimed government of East Pakistan. Transmitters apparently operated by staff of radio station in Chittagong, who fled with equipment on March 24.

New York Times. [May 7, 1971], p. 14:4.

Six foreign correspondents allowed into East Pakistan for tour with official escorts.

New York Times. [January 11, 1972], p. 13:4.

Government report says foreign publications will be allowed in Pakistan again.

New York Times. [January 14, 1972], p. 5:5.

Pakistan Information Minister Pizada announces end of censorship in Pakistan. Lifts ban on foreign newspapers and magazines. Says restrictive laws will be repealed soon and in meantime press is free to write what it pleases.

New York Times. [January 18, 1972], p. 16:3.

Bhutto says Pakistan will maintain ties with Great Britain and urges Pakistan government radio and TV not to show hard feelings towards Britain in their broadcasts.

New York Times. [February 29, 1972], p. 2:4.

Pakistan government holds A. Gauhan, editor of newspaper Dawn, incommunicado on charges of violation of martial law concerning discrediting government, President, or armed forces. International Press Institute letter to government holds that Gauhan's past career as government official is not justification for his current detention as a journalist. Pakistan newsmen are reported concerned that Pakistan Press Institute, the only non-official news agency, is under government pressure. Many say significant political developments are being barred from public. Government recently closed Punjab, English language weekly, Pizada outlines Government complaints against press and warns that press freedom cannot take precedence over nation's survival.

New York Times. [March 27, 1972], p. 10:2.

Pakistan returns news film and documents confiscated from foreign newsmen when they were expelled from Pakistan.

New York Times. [April 6, 1972], p. 31:2.

Pakistan's Punjab Province martial law administration bans April 5 publication of three Lahore publications and holds that the publications have persistently indulged in objectionable writing calculated to harm national interest. Arrest orders are issued for publication's editors, publishers and printers.

New York Times. [January 15, 1973], p. 5:6.

Pakistani right wing editor of newspaper Chatan was released from prison after five months of detention in which he staged a 26 day hunger strike.

New York Times. [June 24, 1973], p. 15:1.

Pakistani government plans to introduce bill making and sort of interference and undesirable criticism of military punishable by up to 14 years in prison. Opposition party leaders and press, who have criticized deployment of army units in Baluchistan, argue that these forces should not be used to supress civil liberties and not help ruling party remain in power.

5000 Years of Art and Culture. **UNESCO Courier,** [December 1973], 20:4-40.

PANAMA

Books

Weil, Thomas E. **Area Handbook for Panama.** American University, Washington, D.C. [1972].

Weil, Thomas E. **Area Handbook for Panama.** Washington D.C.: U.S. Government Printing Office, [1972].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Malaysia.

Periodicals

William, Paul. *Panamanian Television.* **N.A.E.B. Journal,** 21(3), [May-June 1962], pp. 79-83.

ABC Aids New TV Station in Panama City. **Broadcasting,** [July 24, 1961].

PAPUA NEW GUINEA

Books

McCarthy, J.K. **New Guinea, Our Nearest Neighbor.** Melbourne: F. W. Oheshire, Cheshire, [1968], p. 161.

Hastings, Peter. **New Guinea, Problems and Prospects.** -Melbourne Cheshire for the Australian Institute of International Affairs [1969], Bibliography, maps, tables, p. 307-311.

Hastings, Peter. (ed.), **Papua-New Guinea – Prosperio's Other Island.** Sidney: Angus and Robertson, [1971].

Includes bibliographical references.

Henderson, John W. **Area Handbook for Oceania.** Washington D.C.: U.S. Government Printing Office, [1971].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Papua–New Guinea.

Ryan, Peter. ed. **Encyclopedia of Papua and New Guinea.** Vol. 1, 2, 3,: Carlton, Victoria: Melbourne University Press, [1972].

Periodicals

Few Natives Can Enjoy New Guinea Native Radio Sessions. **Pacific Islands Monthly,** Vol. 27, No. 10, [May 1957], pp. 38-39.

Study comments that few natives can have radio program for lack of electricity to radio. Government spending a good deal of money on programming and so should go whole route to provide simple receivers to villages and make others available at minimal cost.

They Want Their News More Often. **Pacific Islands Monthly,** Vol. 29, No. 2. [September 1958], p. 61-63.

Article on controversy over whether the ABC in Port Moresby should broadcast a 12-Noon news bulletin. Two columns. (Arguments over Papua New Guinea News Broadcasts).

Suggested Local Broadcast For New Guinea D.C.'s, **Pacific Islands Monthly**, Vol. 30, No. 1, [August 1959], p. 125.

Short item about the District Commissioner of the Tolais people advocating local radio broadcasts to help improve relations.

Raboul – At Last – Gets Its Own Radio Station. **Pacific Islands Monthly**, Vol. 32, No. 3, [October 1961], pp. 116-117.

One column about a new radio station in Raboul; broadcasting in Tolai, English and Pidgin.

Big Papua – New Guinea Expansion In Broadcasting Services. **Pacific Islands Monthly**, Vol. 32, No. 11, [June 1962], p. 140.

Plans of the Administration of Papua-New Guinea and the Australian Broadcasting Commission to expand their broadcast services to cover the entire territory and produce programs in the vernacular.

Papua–New Guinea On Threshold of Dramatic New Radio Development. **Pacific Islands Monthly**, Vol. 33, No. 7, [February 1963], pp. 33, 35, 37, 39.

A long article about the improvements made in equipment and programming to the radio systems in New Guinea and the acceptance of radio by the different native tribes.

Radio Raboul Gives Them What They Want. **Pacific Islands Monthly**, Vol. 33, No. 10, [May 1963], pp. 23-25.

Two columns about Radio Raboul which broadcasts music and news in pidgin and Tolais.

ABC Studios on Schedule. **Pacific Islands Monthly**, Vol. 34, No. 5, [December 1963], p. 20.

One paragraph about the new ABC Studio at Port Moresby nearing completion.

Territory Should Look Into Television. **Pacific Islands Monthly**, Vol. 36, No. 1, [January 1965], p. 48.

Short item about the recommendation of the World Bank that television stations be established in Papua – New Guinea.

ABC Uncertainty Over Role In New Guinea. **Pacific Islands Monthly**, Vol. 36, No. 3, [March 1965], pp. 26-27.

Two columns about the ABC having to decide whether to stay in Papua – New Guinea and expand their services or to pull out and let the Administration's small radio system take over broadcasting services.

Findings On Papua New Guinea Television Due Soon. **Pacific Islands Monthly**, Vol. 37, No. 1, [January 1966], p. 20.

Three paragraphs about the Commission of Inquiry into television in Papua – New Guinea.

New Guinea Aghast At the Cost of Educational Television. **Pacific Islands Monthly**, Vol. 37, No. 4, [April 1966]. pp. 17, 19, 21.

Results of the investigation into whether television would be feasible for Papua New Guinea; the surprise of government officials over how much a television system would cost and **Pacific Islands Monthly's** criticism of the report. The article includes the major points of the report.

Some Thoughts on the Freedom of New Guinea's Press (and radio) **Pacific Islands Monthly**, Vol. 40, No. 10, [October 1969], pp. 41-43.

Editorial discusses freedom of the press in Papua – New Guinea and whether the fact that Niugini's only newspaper, the **Papua New Guinea Post-Courier**, had been barred from the House of Assembly's Press gallery was a threat to freedom of the press. The author also comments on government control of the radio system.

Papua – New Guinea Radio Priorities. **Pacific Islands Monthly**, Vol.41, No. 5, [May 1970], p. 147.

A list of towns in New Guinea where the Administration feels radio stations should be set up; in order of priority.

They Want Media For the Message. **Pacific Islands Monthly**, Vol. 41, No. 11, [November 1970], p. 36.

Criticism by the Christian Communities Commission of Papua New Guinea of churches in the area for not making good use of communication facilities and not encouraging the training of natives in their use.

Technical Coverage in Papua – New Guinea. Australian Broadcasting Commission, [March 1972].

ABC Programming in Papua-New Guinea. Australian Broadcasting Commission, [March 1972].

Fight for Independent Broadcasting in Papua – New Guinea, **Pacific Islands Monthly**, Vol. 43, No. 5, [May 1972], pp. 49-51.

Short history of radio broadcasting in Papua – New Guinea followed by information concerning a report by a "study group" set up by the Australian government to investigate establishing a Papua – New Guinea Broadcasting Commission.

Sandra Carney, *Broadcast Communication in Papua – New Guinea: Medium for Change.* Research paper, **Problems in the Pacific**, University of Hawaii, [May 1972].

Modem Tok Tok. **Pacific Islands Monthly**, Vol. 44, No. 2, [February 1973], p. 131.

One paragraph about the installation of a radio station at Kundeaiva, Chinbu, New Guinea, which will broadcast programs in pidgin and in the vernacular.

PERU

Books

Owens, Ronald J. **Peru**. London: Oxford University Press, [1963].

Pike, Frederick B. **The Modern History of Peru.** New York: Frederick A. Praeger, [1967].

Dew, Edward. **Politics in the Altiplano**: The dynamics of change in rural Peru. Austin: University of Texas Press, [1969].

This book delves into the changing Peru in all facets of Peruvian life. Emphasis is on political developments over the decades.

Green, Timothy. **The Universal Eye.** New York: Stein and Day, [1972].

Periodicals

Peru Bans Alien Broadcasters. **New York Times**, [August 27, 1951], p. 37

Peruvian Market for TV Sets Grows Fast. **Foreign Commerce Weekly**. [May 4, 1959], p. 35

Alisky, Marvin. *Broadcasting in Peru.* **Journal of Broadcasting,** [Spring 1959], pp. 118-127.

Peru Gets Two New TV Chains; Lima Adds Two Stations. **Advertising Age.** [April 16, 1962], p. 93

Rating's Service Opening in Lima is Peru's First. **Broadcasting,** [April 1 1963], p. 122.

Spanish by Radio in South America. **Times Educational Supplement.** [April 30 1965], p. 1296.

Maidenberg, H. J. *Peruvians Decree State Control For All TV and Radio Stations.* **New York Times,** [November 11, 1971], p. 11.

Why Peru Seized TV. **New York Times,** [November 14, 1971], Sec. III, p. 11.

PHILIPPINES

Tour Book of the Philippines. **American Automibile Association.** Washington, D.C., National Travel Department, [1971].

Taylor, Richard. *Philippines, an 'Ideal' Radio Nation.* **Journal of Commerce,** [September 12, 1966], p. 12A.

Philippines Participation in Intelstat. **Telecommunications Journal.** [August 1967], p. 294.

Lent, J. *Television in the Philippines.* **Television Quarterly,** [Fall 1967], pp. 92-101.

Burgett, F. Anthony, *Martial Law and the New Philippines.* **Pacific,** Vol. 3, No. 1, (Quarterly), [1972].

Bank of Americas $4.9 Million for New Bank in Philippines. **San Francisco Chronicle,** [March 26, 1974], p. 54.

PITCAIRN ISLAND

New Radio Station for Pitcairn. **Pacific Islands Monthly,** Vol. 31, No. 1, [August 1960], p. 118.

> Short item about the installation of a 250-watt transmitter on Pitcairn Island to replace a simple 50-watt marine-type system.

Radio Broadcasts? **Pacific Islands Monthly,** Vol. 36, No. 12, [December 1965].

> From an article entitled "Pitcairn Has Had Many Ups and Downs," a few paragraphs about the first radio station on Pitcairn Island.

Radio Station Plan. **Pacific Islands Monthly,** Vol. 39, No. 4, [April 1968], p. 85.

> From an article entitled *"Pitcairn Island feels the tread of V.I.P. feet"*, a short item about a former resident of Pitcairn Island returning from Los Angeles with plans for opening a radio station on Pitcairn Island.

SINGAPORE

TV's Impact on Far East. **Variety,** [October 30, 1957], p. 33.

Culture Ministry Cuts Amount of Western Music Broadcast on Radio. **The New York Times,** [June 10, 1959], 9:6.

Singapore Offers Opportunity for U.S. Television. **International Commerce,** [August 27, 1962], 68:49.

Markay, Sanford. *Malaysian TV, Now in its Third Year, Has a Dialect Problem.* **Variety,** [June 23, 1965], pp. 53-54.

Ooi, Gordon. *TV in Malaysia.* **Variety,** [March 29, 1967], p. 54.

Lawler, L. J. *Singapore ETV Seminar EEB/March 1967.* **Educational EV International,** Vol. 1, No. 2, [June 1967], p. 105.

Smith, Terrence. *Singapore Turning Vast British Base Into Commercial Shipyard,* **New York Times,** [October 24, 1968], p. 3.

Hancock, Alan, *ETV in Singapore.* **Educational TV International,** Vol. 1, No. 1, [June 1967], p. 97.

Television Around the World **Television Age.** International Issue. [January 1, 1968], p. 32.

China Using Exports To Sway Singapore. **New York Times,** [January 21, 1968], p. 6.

Concern Voiced Over Two Still Held In China. **New York Times,** [April 4, 1969], p. 6.

Singapore Pressing Chinese Red's Bank. **New York Times,** [May 21, 1969], p. 8.

Singapore Clashes With Peking's Bank. **New York Times,** [May 26, 1969], p. 67.

Singapore Marks Founding of City. **New York Times,** [August 10, 1969]. p. 11.

Complacency Worries Singapore. **New York Times,** [January 19, 1970], p. 66.

Singapore Housing Burgeons. **New York Times,** [January 19, 1970], p. 63.

David Rockefeller Urges U.S. Contacts With China. **New York Times,** [March 10, 1970], p. 12.

Singapore Sees 97% Growth. **New York Times,** [August 9, 1970], p. 34.

Singapore Shows New Confidence. **New York Times,** [August 10, 1970]. p. 8.

Stewart, Ian. *Asia Slowly Awakening to Needed Pollution Control.* **New York Times,** [January 4, 1971], p. 2.

Teachers Quitting Singapore University. **New York Times,** [January 5, 1971], p. 8.

Enclave of Low Prices. **New York Times,** [January, 18, 1971], p. 52.

Singapore Leader Duels With Press. **New York Times,** [May 12, 1971], p. 5.

Singapore Names Publisher Accused of Red Link, Espionage. **New York Times,** [May 16, 1971], p. 3.

Paper In Singapore Ceases Publication; Red Link Charged. **New York Times,** [May 17, 1971], p. 2.

Opposition Paper In Singapore Is Closed On Government Order. **New York Times,** [May 29, 1971], p. 5.

Singapore Expels American Newsmen. **New York Times,** [June 4, 1971], p. 3.

Fellows, Lawrence. *Singapore Leader In Helsinki to Explain Policies at Press Parley.* **New York Times,** [June 8, 1971], p. 5.

Fellows, Lawrence. *Prime Minister Lee Says He Curbs Press to Preserve Peace In Singapore.* **New York Times,** [June 10, 1971], p. 6.

Singapore Markets Labor. **New York Times,** [January 24, 1972], p. 54.

Sterba, James. *Everything Looking Up In Singapore.* **New York Times,** [May 2, 1972], p. 2.

Dave Brubeck Skips Singapore on Current Tour; Hair too Long!. **New York Times,** [September 14, 1972], p. 53.

Singapore Leader Threatens Press. **New York Times,** [November 26, 1972], p. 11.

BRITISH SOLOMON ISLANDS

BSIP Broadcasting Improvements. **Pacific Islands Monthly,** Vol. 26, No. 7, [February 1956], p. 95.

> Honiara broadcast station now has SW outlet on 5960 kc using call V002 operating in parallel with VQO on 1030 kc. New transmitter has 100 w input. Gives schedule. Three short paragraphs.

The Voice of the Solomons. **Pacific Islands Monthly,** Vol. 26, No. 11, [June 1956], p. 119.

> A four, short paragraph item dealing with requested grant for construction of a government radio broadcasting facility in BSIP.

More Broadcasts from BSIP. **Pacific Islands Monthly,** Vol. 29, No. 7, [February 1959], p. 63.

> Two-paragraph item about Honiara's new broadcasting equipment and longer broadcasting hours.

More and Better Radio in the Solomons. **Pacific Islands Monthly,** Vol. 31, No. 10, [May 1961], pp. 129 and 130.

> Short item about the Solomon Islands Broadcasting Service extending broadcast time and improving reception for neighboring territories.

THAILAND

Books

Cady, John Frank. **Thailand, Burma, Laos, and Cambodia.** Englewood Cliffs, New Jersey: Prentice-Hall, Inc., [1966].

Nuechterlein, Donald E. **Thailand and the Struggle for Southeast Asia.** Ithaca, New York: Cornell University Press, [1965].

Minetrukinetra, Bacha, et al. **Mass Communication Resources in Thailand.** Bangkok: Thammasat University, [1965].

Chakrabongse, Chula, His Royal Highness, Prince of Thailand. **Lords of Life: A History of the Kings of Thailand.** London: Alvin Redman Limited, [1967].

Okkenhaug, A. and G. F. Rowland. **Thailand: Educational Radio and Television.** Paris: UNESCO, [1968].

Thailand Yearbook, 1968-69. Bangkok: Temple Publicity Services, [1968].

Thailand Yearbook 1969-70. Bangkok: Temple Publicity Services, [1970].

Thailand Year Book. Thailand: Temple Publicity Services, [1970].

Henderson, John W. **Area Handbook for Thailand.** Washington, D.C.: U.S. Government Printing Office, [1971].

> This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Thailand.

Periodicals

TV System Discussed. **New York Times,** [October 31, 1959], p. 47.

Mitchell, John D. *Thailand's Unexamined Media.* **Journalism Quarterly.** 42(1), [Winter 1965], pp. 87-97.

Foisie, Jack. *Thailand Radio, TV in Upheaval.* **Los Angeles Times,** [December 14, 1966].

Siam by the Sea. **Saturday Review** [March 8, 1969], 52:86-88.

New York Times. [August 8, 1970], p. 25:7.

> BBC program on radio by historian I. Grimble depicts Mrs. A. Leonowen, made famous in book **Ann and the King of Siam** and the musical **"The King and I"**, as a shrill woman filled with religious prejudice and pretensions.

New York Times, [September 6, 1970], p. 11:1

> Only 4 of 33 nation's newspapers reported Agnew's visit to Bangkok, remainder joined in blackout to protest pending laws regulating press. Government warns on equal retaliation, issues series of curbs on radio and TV stations that it runs. Curbs include ban on news on military bases and troop movements, student unrest, and reports disagreeing with government policy. Pending press bill detailed. Authorizes government to close the newspaper seize any offending publication and confiscate plant that printed material.

Thailand. **Focus.** A history of Thailand [November 1970], 21:1-9.

> A history of Thailand.

Meyer, Richard J., *Educational Broadcasting in Thailand: A Microcosm of Asia.* **Educational Broadcasting Review,** [February 1971], Vol. 5, No. 13, pp. 30-34.

New York Times [April 1, 1971], p. 5:1

> Bangkok newspaper reports government, as a friendly gesture towards Peking, has ordered disarming of several thousand Nationalist irregulars in remote mountains of Thailand and closing of radio station operated at Chiary Rai by Chinese Nationaist team.

New York Times [May 15, 1971], p. 36:1.

> Government orders radio station to cease propaganda attacks on Communist China as they seek to improve relations between countries.

New York Times [June 8, 1971], p. 7:2.

> Noppron Bunyarit, Kampol Watharapon and Prasarn Meefungsat, leading Bangkok journalists, arrested on charges of having insulted Minister Khoman. Their two newspapers have criticized Khoman for charging that Thai dailies have been bribed by foreigners to attack governments foreign policy.

Near Bangkok, New Ancient City. **Sunset.** [December 1972], 149:40.

New York Times [June 23, 1973], p. 4:4.

Nine university students expelled for satirizing Premier Kittikachorn and Deputy Premier Churusathien in student magazine about the two men being over mandatory retiring age. Explusions bring thousands of students into streets to protest. Forces reinstatement of students after they make a formal apology to the Premier.

New York Times [August 8, 1973], p. 8:1.

Article on political, social, economic, agricultural, labor and educational situation in Thailand.

New York Times [November 18, 1973], p. 5:1.

Press and politicians indulge in free commentary. Military attitude, as made evident by television appearance of General Sivara, is that military will never again be involved in politics.

TONGA

Book

Henderson, John W. **Area Handbook for Oceania.** Washington, D.C.: U.S. Government Printing Office, [1971].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Tonga.

Periodicals

Thomas C. Lynn, *Letter from Tonga.* **Honolulu Star-Bulletin,** [December 19, 1970], p. B-1.

Broadcasting Service for Tonga. **Pacific Islands Monthly,** Vol. 37, No. 12, [July 1957], p. 59.

Two-paragraph report on revival of interest in the idea of establishing a radio broadcasting station in Tonga.

Broadcasting Station for Tonga. **Pacific Islands Monthly,** Vol. 28, No. 8, [March 1958], p. 131.

The article concerns the decision of the Tongan Government to build a radio station operating in the broadcast band by 1959.

Work Starts Soon on Tonga Radio. **Pacific Islands Monthly,** Vol. 29, No. 1, [August 1958], p. 139.

Short item on the construction of a Tongan radio station.

Broadcasts Soon. **Pacific Islands Monthly,** Vol. 30, No. 10, [May 1960], pp. 47-48.

Short article about the soon to be completed broadcast station on Tonga.

A Gift for Tonga's Broadcast Station. **Pacific Islands Monthly,** Vol. 30, No. 11, [June 1960], p. 131.

One paragraph about the British giving Tonga transcription equipment and records.

Tonga Broadcasting Soon Plus Radio Aids. **Pacific Islands Monthly,** Vol. 31, No. 2, [September 1960], p. 128.

Short item about the nearing completion of the Tonga Broadcast Station.

Tonga Will Operate a Broadcasting Station Soon. **Pacific Islands Monthly,** Vol. 31, No. 7, [February 1961]. p. 127.

Short item about European personnel arriving to operate the new Tonga broadcast station and a plan of the Tongan Government to import transistor radios in bulk to sell to the people at a low price.

Tonga Is Now on the Air. **Pacific Islands Monthly,** Vol. 31, No. 8, [March 1961], p. 117.

Short item about broadcasts from the new radio station at Nukualofa which began February 22 in Tongan and English.

Tonga Radio Has 'Excellent' Cover. **Pacific Islands Monthly,** Vol. 31, No. 9, [April 1961], p. 65.

Short item about the official opening of Tonga's new broadcast station and information about coverage and programming.

Power of Advertising Proved in Tonga. **Pacific Islands Monthly,** Vol. 31, No. 12, [July 1961], p. 134.

Short item about the result of advertisements on Tong radio.

Schools Broadcast From ZCO Tonga. **Pacific Islands Monthly,** Vol. 32, No. 6, [January 1962], p. 113.

Two paragraphs about plans for educational broadcasts by the Tongan Broadcasting Commission.

Press Freedom Could Lead to Anarchy. **Pacific Islands Monthly,** Vol. 40, No. 10, [October 1969], p. 47 and 48,

Members of Tonga's parliament resent being criticized by the government subsidized **Chronicle** which is the only newspaper in Tonga. The paper is edited by a Peace Corps volunteer and does not reflect the official government view point. In the article a member of parliament wants government censors appointed to work both at the **Chronicle** and at Tonga's radio station.

MICRONESIA TRUST TERRITORY

Book

Henderson, John W. **Area Handbook for Oceania.** Washington, D.C.: U.S. Government Printing Office, [1971].

This book is one of a series of handbooks designed to be useful to military and other personnel who need basic facts about social, economic, political and military institutions and practices of Micronisia Trust.

Periodicals

Kahn, E.J. *Reporter at Large.* **New Yorker,** [December 1971], pp. 98-115.

Microneisian Status Talks Collapse Over the Pot of Gold at Rainbow's End. **Pacific Islands Monthly,** [January 1974], p. 21.

Problems of running Micronesia after Americans relinquish the trusteeship job. Micronesia wants payment to give U.S. sole authority over defense of Micronesia or wants to attract investment, trade relationships, etc. with other countries. Japan in mind.

Landis Key to Micronesian Talks. **Pacific Islands Monthly,** [November 1973], p. 27.

Micronisia: Hope, But. **Honolulu Advertiser,** [May 9, 1974].

U.S.S.R.

Books

Durham, F. Gayle. **Radio and Television in the Soviet Union.** Cambridge: The Center for International Studies, M.I.T., [1965].

Dizard, Wilson P. **Television: A World View.** Syracuse: Syracuse University Press, [1966].

Paulu, Bruton, **Radio and Television Broadcasting on the European Continent.** Minneapolis: University of Minnesota Press, [1967].

Emery, Walter B. **National and International Systems of Broadcasting.** East Lansing: Michigan State University Press, [1969].

Hopkins, Mark W. **Mass Media in the Soviet Union.** New York: Western Publishing Company, Inc., [1970].

> An indepth study of the Soviet Union's mass media with sections on radio and television broadcasting.

Periodicals

Moscow Interferes With ABC Short-Wave. **Pacific Islands Monthly,** Vol. 29, No. 6, [January 1959], p. 63.

> Two-paragraphs about interference by a broadcast of Radio Moscow in English to an Australian short-wave news program.

Ziebarth, E.W. *Electronic Media in the Soviet Union.* **Quarterly Journal of Speech,** VL [October 1959], pp. 275-281.

Laqueur, Walter Z. *What the Russians See on TV.* **Reporter,** [October 29, 1959], pp. 25-26.

Tuber, Richard. *A Survey of Programming of the Central Studios of Television, Moscow, USSR.* **Journal of Broadcasting,** IV [Fall 1960], pp. 315-325.

Mannes, Marya. *A Word From Our Sponsor – The Kremlin.* **New York Times Magazine,** [March 5, 1961].

What Ivan Watches. **Newsweek,** [March 6, 1961], p. 98.

Williams, Frederick, *The Soviet Philosophy of Broadcasting.* **Journal of Broadcasting,** VI [Winter 1961- 1962], pp. 3-10.

Sakontikov, N. *The Experience of Central Television of the USSR in the Field of Political Broadcasts.* **Radio and Television,** (OIRT), III, [November 1962], pp. 3-6.

Dizard, Wilson P. *Television in the USSR.* **Problems of Communism,** XII, [November-December 1963], pp. 38-45.

Xenofontov, V. *Broadcasts for Children in the Soviet Television.* **Radio and Television,** (OIRT), V, [November 1964], pp. 7-12.

Opiate of the Masses. **Newsweek,** [March 8, 1965], p. 83.

Smirnova, Margarita. *Television Children.* **Soviet Life,** [December 1965], pp. 24-25.

Lower, Elmer W. *Television, Soviet Style.* **Television Quarterly** VI [Winter 1967], pp. 29-33.

Nordenstreng, Kaarle. *Broadcasting in the Soviet Union.* **European Broadcasting Union Review,** CXIII, [September 1969], pp. 19-22.

Rybakov, V. *The Televised Lesson.* **Current Digest of the Soviet Press,** XXII, No. 29, [August 18, 1970], pp. 30-31.

Emery, Walter B. *Broadcasting in the USSR: 100 Years After Lenin's Birth.* **Educational Broadcasting Review,** IV, [August 1970], pp. 33-38.

Television Growth. **Current Digest of the Soviet Press,** XXII, No. 47, [December 22, 1970], pp. 82-83.

Television Schedule in Kirgizia. **Soviet Education,** XIII, [December 1970], pp. 82-83.

Rogers, Rosemarie. *The Soviet Mass Media in the Sixties.* **Journal of Broadcasting,** XV, [Spring 1971], pp. 127-146.

Kitano, Eizo, **(News Editor, Mainichi Broadcasting System Osaka).** Newspapers and TV in the Soviet Union. **ASWA News letter,** No. 2, [August, 1971], pp. 8-9.

> Soviet Radio-TV State Commission – peaceful co-existance with no competition. TV increases use of newspapers – stimumated by TV. Peoples interest in information and news is aroused by TV and creates new readership for newspapers. Americans stay at home – Watch TV Soviets go out to mingle – spend less hours at home. TV must serve people – usefullness must come first in socialist society. TV will improve in the USSR. Soviet people do not change easily – Russian confidence in their newspapers is unshakable. The course TV and Soviet Press take will depend on National Policy.

Tebbel, John. *Inside Soviet Television.* **Saturday Review,** [January 8, 1972], pp. 48-49.

Russia: Fear of the Waves. **Economist,** [August 19, 1972], p. 39.

U.S. Dissents, USSR Does Turnabout as U.N. Passes Resolution on Satellites. **Broadcasting** [November 20, 1972], p. 48.

Fierlinger, P. *My 12 Years of Making TV Commercials Behind the Iron Curtain.* **Advertising Age,** [May 21, 1973], pp. 55-56.

NBC and Russia to Swap Programs and Personnel. **Broadcasting,** [June 4, 1973], p. 44.

> A unique idea is presented, formulated and put into effect. The U.S. and Russia will attempt an exchange of programs and personnel for the mutual benefit of both countries. The plan is examined in this article.

UNITED STATES

Books

Cantor, Muriel G. **The Hollywood TV Producer: His Work and His Audience.** New York: Basic Books, Inc., [1971].

> This book profiles some of the most powerful producers in Hollywood and the United States.

Bogart, Leo. **The Age of Television.** New York: F. Ungar Publishing Company, [1972].

> A study of viewing habits and the impact of television on American life.

Epstein, Edward Jay. **News From Nowhere: Television and the News.** New York: Random House, Inc., [1973].

> A study on American news broadcasting from reporters to producers to the public.

Periodicals

Briton Touring U.S. to Urge Clean-up of TV. **Broadcasting,** [December 11, 1972], p. 8.

Local Radio: Cheap at the Price. **Economist,** [December 30, 1972], pp. 19-20.

> The Economist delves into a subject that most small town American broadcasters find familiar.... the inexpensive way to go, with maximum effectiveness, is to the local, hometown radio outlet. As TV prices soar, the local radio station offers the buyer good advertising at a cheap rate.

Puerto Rican Stations Press For Approval of Two Language TV. **Broadcasting,** [November 12, 1973], p. 43.

NORTH VIETNAM

Books

Democratic Republic of Viet Nam. Hanoi: Foreign Language Publishing House, [1960.]

Capsule Facts for the Armed Forces: North Vietnam. Washington, D.C.: U.S. Government Printing Office, (Department of Defense), [1970.]

SOUTH VIETNAM

Book

Phan, Binh Chi. *A Critical Study of Television in South Vietnam and its Potential Role in Education.* New York: Ithaca, [1970.]

> The main objective of this study is to develop a historical and analytical study of the development of television in South Vietnam. It will also examines televisions potential role in education after the present war.

Periodicals

. . . *And in South Vietnam.* **Senior Scholastic,** [March 18, 1966.]

The Voice. **Newsweek.** [June 3, 1968].

South Vietnam, **Television Age,** [February 10, 1969].

Bayless, Ovid L. *The Armed Forces Vietnam Network.* **Journal of Broadcasting,** [Spring 1969].

Phan, Binh Chi. **A Critical Study of Television in South Vietnam and its Potential Role in Education.** Unpublished Masters Thesis, San Francisco State College, [1970].

Halloran, Richard. *Economic Impact of Vietnamization Plan Is Debated.* **New York Times,** [January 27, 1970], p. 4.

Hudierne, Robert. *How the G.I.'s Learn About the War.* **New York Times,** [April 12, 1970], p. 28:6.

Emerson, Gloria. *Artists In South Vietnam Are Still Able to Wield a Critical Brush.* **New York Times,** [April 29, 1970], p. 10.

Durdin, Tillman. *Indochina Leftist Pledge Mutual Help Against U.S.* **New York Times,** [April 28, 1970], p. 1.

Army TV War Film Is Reported Staged. **New York Times,** [May 23, 1970], p. 44.

Academic Experts In U.S. On Vietnam Almost Non-Existent. **New York Times,** [June 8, 1970], p. 1.

Szulc, Tad. *Many U.S. Civilian Roles In Asia May Go To Military.* **New York Times,** [June 10, 1970], p. 1.

Schwarsz, Daniel. *The Irrelevant Campus.* **New York Times,** [June 16, 1970], p. 16:4.

Emerson, Gloria. *Vietnam Hamlet a Sanitary Model.* **New York Times,** [October 12, 1970],p. 14.

The Tube Takes Hold. **Time,** [November 30, 1970].

Thieu Reforms. **New York Times,** [November 5, 1971], p. 5.

Butterfield, Fox. *Saigon Millionaires a Handful, But They Are Powerful.* **New York Times,** [November 6, 1971], p. 24.

Peterson, Iver. *Thieu, In Address To Nation, Orders Economic Reform.* **New York Times,** [November 15, 1971], p. 1.

Peterson, Iver. *Saigon Asking Support For Reforms.* **New York Times,** [November 16, 1971]. p. 12.

Peterson, Iver. *Saigon's Food Prices Rise 50% After Devaluation.* **New York Times,** [November 17, 1971], p. 5.

Fifteen Vietnemese Senators Assail Thieu's Economic Plan. **New York Times,** [November 19, 1971], p. 6.

Shuster, Alvin. *G.I.'s Leave As Saigon's Problems Grow.* **New York Times,** [November 20, 1971], p. 1.

Saigon Announces Strict Price Curbs. **New York Times,** [November 20, 1971], p. 6.

Butterfield, Fox. *Saigon, Fearing Reduced Aid May Cut Army.* **New York Times,** [December 4, 1971], p. 2.

Emerson, Gloria. *Saigon Residents Finding The Price Squeeze Worse Than Ever.* **New York Times,** [December 11, 1971], p. 7.

Treaster, Joseph. *In Danang, Belts Tighten As Americans Head Home.* **New York Times,** [February 20, 1972], p. 1.

Thieu Gives Amnesty to 162. **New York Times,** [March 30, 1972], p. 30.

Browne, Malcolm. *Deep Recession Grips Saigon.* **New York Times,** [June 4, 1972], p. 1.

WESTERN SAMOA

Book

Davidson, J. W. **Samoa mo Samoa.** Melbourne: Oxford University Press, [1967].

Periodicals

Rankin, R. F. *How the Broadcast Lesson Overcame Teccher Shortage.* **Pacific Islands Monthly,** Vol. 26, No. 9, [April 1956], pp. 89-91, 93.

> Educational radio in W. Samoa after six years found estonishingly effective, with proper technique. Designed to make up for lack of trained teachers and textbooks. Describes staffing, curriculum, conduct of program, factors that make it successful.

Samoan Listeners Also Cheat. **Pacific Islands Monthly,** Vol. 30, No. 3, [October 1959], p. 117.

> Short item about Samoans not paying their radio license fees.

West Samoan Station Gets More Power. **Pacific Islands Monthly**, Vol. 32, No. 1, [August 1961].

Short item about a new transmitter at Afiamalu.

Western Samoa Cautious Over Neighbor's TV. **Pacific Islands Monthly**, Vol. 35, No. 12, [December 1964], pp. 51,53.

Discusses Western Samoan interest in the new ETV system in American Samoa and includes some problems which exist for Western Samoa in the use of ETV.

Race is on for First Samoan TV Sets. **Pacific Islands Monthly**, Vol. 36, No. 1, [January 1965], p. 17.

Short item about good television reception in Apia from American Samoa and the controversy over how much duty has to be paid on television sets.

GENERAL

Books

Osborne, Charles, ed. **Australia, New Zealand, and the South Pacific, a Handbook.** New York: Praeger Publishers, [1970].

Area Handbook for Oceania. Foreign Area Studies, The American University, [1971). For sale by the Superintendent of Documents, $4.00.

Barney, Ralph Dale. **The Mass Media, Their Environment and Prospects in Western Polynesia.** Doctoral dissertion, University of Missouri, [1971].

Western Polynesia consists of four major island groups: Western Samoa, independent since 1962: Fiji, which contains a sharp cultural-racial division and attained independent dominion status October, 1970; American Samoa, administered by the United States; and the independent Kingdom of Tonga, the single surviving monarchy in Polynesia.

Broadcasting Stations of the World. **U.S. Foreign Broadcast Information Service**, Washington, D.C.: U.S. Government Printing Office, Vols. 1-4, [1971].

Cockcraft, John. **Isles of the South Pacific.** Sydney: Angus and Robentson, Ltd. [1968].

Gertner, Richard. **1972 International Television Almanac.** New York: Quigley Publications, [1972].

With broadcasting reference to:

Australia, Cambodia, Hong Kong, India, Indonesia, Japan, Malaysia/Singapore, Mexico, New Caledonia, New Zealand, Okinawa, Pakistan, Peru, Philippines, American Samoa, South Korea, Thailand, North Viet Nam, South Viet Nam.

The Far East and Australiasia 1971. London: Eruopa Publications Limited, [1971].

A Survey and Directory of Asia and the Pacific.

The International Year Book and Statesmen's Who's Who. London: Burke's Peerage Limited, [1972].

A compiled study on all the countries of the world with a who's who of important people of the world.

Broadcasting reference to:

Australia, Canada, Ceylon, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, India, Japan, Laos, Mexico, New Zealand, Nicaragua, Pakistan, North Viet Nam.

Henderson, John W, Barth, Helen A.; Hermann, Judith M.; Moeller, Philis W.; Soriano, Francisco S.; Weaver, John O. **Area Handbook for Oceania** Washington D.C.,American University, [1971].

Television Factbook 1973-1974. Edition/No. 43 Vol. 2, Washington D.C.: Television Digest Inc., [1973].

This book is an authoritative reference for the advertising television and electronic industries.

With broadcasting reference to:

American Samoa, Australia, Cambodia, Canada, Chile, Colombia, Ecuador, El Salvador, French Polynesia, Guam, Guatemala, Honduras, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mexico, Micronesia Trust, New Caledonia, New Guinea, New Zealand, Nicaragua, Okinawa, Pakistan, Philippines, Panama, Peru, Singapore, Thailand, United States, U.S.S.R.

Tudor, Judy, ed. **Pacific Islands Year Book.** Sydney: Pacific Publications, 11th ed. [1972].

Reuhen, Olaf, and Robert Shadbolt.. **Isles of the South Pacific**, Washington, D.C.: National Geographics Special Publications Division [1968].

Statistics on Radio and Television. New York and Paris: UNESCO, [1964].

Taishoff, Sol, ed. **Broadcasting '72 Yearbook.** Washington, D.C.: Broadcasting Publications, Inc., [1972].

With broadcasting reference to:

Australia, Canada, Colombia, Japan, Korea, New Zealand, Pakistan, Philippines, Singapore, U.S.S.R.

World Communications Press, Radio, Television, and Film. Paris: UNESCO, [1964-1970].

World Radio-TV Handbook Holdovre, Denmark: World Radio-TV Handbook Company, Ltd. [1972].

Periodicals

Now They Can Learn Japanese By Radio. **Pacific Islands Monthly**, Vol. 30, No. 9, [April 1960], pp. 126 and 127.

Short item about twice weekly Japanese lessons broadcast by Radio Japan for English speaking listeners in the South Pacific.

Increased Interest in Pacific Broadcasting. **Pacific Islands Monthly**, Vol. 31, No. 2, [September 1960].

One paragraph about the intentions of Tonga, Fiji and Western Samoa to improve their broadcast systems.

Problems of Film Censorship and Radio Broadcasting **Pacific Islands Monthly**, Vol. 31, No. 7, [February 1961], p. 80.

Discusses film censorship and what kinds of radio broadcasts can be made directed at the native population; includes problems of producing radio programs and information about what natives like to listen to.

Radio Entertainment and Advertising. **Pacific Islands Monthly**, Vol. 32, No. 10, [May 1962], p. 25.

Letter to the editor by a radio listener who resents paying a license fee and also having to listen to advertising. Pacific Island Monthly comments on the letter.

Radio Australia's Indonesian Bias **Pacific Islands Monthly,** Vol. 33, No. 1, [August 1962], p. 25.

Short article about complaints made by the **Dutch-Australian Weekly** that the ABC broadcasts news biased in favor of the Indonesian side of the West New Guinea dispute.

Lynch, Russ, *U.S. Role in Asian Bank is 'Fantastic,'* **Honolulu Star-Bulletin,** [May 16, 1974].

SATELLITES

Periodicals

They've Heard It In Papua, Too. **Pacific Islands Monthly,** Vol. 28, No. 8, [March 1958], p. 127.

Two-paragraph item about signals from a U.S. satellite being received in New Guinea and Australia.

The South Pacific Will Aid Project Mercury. **Pacific Islands Monthly,** Vol. 30, No. 6, [January 1960], pp. 61-63.

Two columns about sites in the Pacific chosen as tracking stations for Project Mercury.

A Wire Across the Pacific. **Pacific Islands Monthly,** Vol. 31, No. 7, [February 1961], p. 122.

Short item about the first stage of the Australia to Canada cable being laid from Australia to New Zealand. The cable will have 80 telephone channels, public telegraph, phototelegraph, telex circuits and leased private circuits for broadcast programme channels.

New Era in Trans-Pacific Telecommunications. **Pacific Islands Monthly,** Vol. 33, No. 5, [December 1962], p. 8.

Three columns about the completion of the second link of the Commonwealth Pacific Cable connecting Fiji, New Zealand and Australia.

Many Places Benefit from New Cable. **Pacific Islands Monthly,** Vol. 33, No. 6, [January 1963], p. 125.

The official opening of the Suva-Auckland Link of the Commonwealth Pacific Cable.

Live by Satellite from Peking. **Broadcasting,** [February 14, 1972], pp. 45-46.

Soviets Want U.N. As Satellite Forum. **Broadcasting,** [August 14, 1972], p. 38.

Lessons Swap by Satellite. **Pacific Islands Monthly,** Vol. 43, No. 9, [September 1972], p. 26.

Information about Pan Pacific Education and Communication Experiments by Satellite.

Stanton Opposes World Censorship of Incoming TV Satellites. **Broadcasting,** [October 9, 1972], p. 32-33.

U.S. Satellite Stance Called Altruistic at U.N. **Broadcasting,** [January 15, 1973], p. 31.

U.S. Tries to Stall U.N. Satellite Group. **Broadcasting,** [June 18, 1973], p. 12.

PART VI

CONFERENCE STAFF AND PARTICIPANTS

LEE RICH
President, Lorimar Productions
Los Angeles, California

Lee Rich, president of Lorimar Productions and executive producer of the Emmy winning series "The Waltons", brings a rare set of perspectives to his work of creating entertainment for television viewers and movie goers.

These perspectives include his years as a producer; years as an advertising agency executive, responsible for the investment of millions of dollars in programs to match sponsor needs; the selection of those programs; and perhaps above all, the innate sense of good taste which endows his productions with quality.

"The Waltons" is an example of Rich's tastes in what makes for distinguished programs. "The Waltons" derives from the outstanding 1971 Christmas Special – "The Homecoming", based on the works of Earl Hamner. Rich's production gained a notable and rare accolade from CBS-TV who asked Rich to proceed apace in adapting Hamner's works into series form. "The Waltons" is the result.

Another result was the six Emmys the program won after its first year on the air. These were for Best Dramatic Series; Best Actor to Richard Thomas; Best Actress to Michael Learned who plays the mother; Best Supporting Actress to Ellen Corby as the grandmother; Best Individual Script to John McGreevey; and Best Film Editing to Gene Fowler, Marjorie Fowler, and Anthony Wollner.

Rich has, apart from this success, an impressive track record. His production of "The Man", starring New York Drama Critics Award winner James Earl Jones, originally scheduled as an ABC Movie of the Week, so impressed the network's officials and Paramount Pictures executives, that it went into theatrical exhibition before airing on television.

Rich believes that independent production companies will play an increasingly important part in television programming.

THE BANQUET SPEECH

Mr. Lee Rich

Speaker –

I've been asked to talk to you tonight concerning my conviction that television does not have to be a dehumanizing experience. That in fact the nature of television programming can be an uplifting one to the human spirit. It certainly must sound naive to stand here in front of you, with the knowledge that you are all aware of the material that was available to viewers last season and the season before, and make a statement of this kind. I think if this was three years ago I myself would have laughed if anyone had said that . . . but it isn't three years – it is three seasons we're talking about. Specifically, I'm talking about three seasons of a show called **"The Waltons"** . . . I'm sure you all recognize the fact that shows like "All In The Family", "Maude", "The Mary Tyler Moore Show", and "MASH" have changed the face of television situation comedy. It is unlikely that we'll ever go back to foolish inappropriate shows that inaccurately portray life in this country today. By the same token "The Waltons" has, I think, changed the face of the hour dramatic show. Though it is not a show about today, it *is* a show about what's missing from life today . . . and it makes the viewer remember and want better things. It reminds him that children used to want an education more than anything, and that it's possible that they might again; that books can be more important than guns to a family and that love between people is what matters. I feel that Lorimar Productions has made a gigantic step in bringing this new aspect of television drama to the audience, and I'm glad we could do it. We couldn't have done it without the special talents of a man named Earl Hamner. And really what I want to say to you tonight is something which I think is best said in his words. He can't be here to say it himself, so I'm taking the liberty of reading his words to you – I think they say it all. As I thank him for "The Waltons" he begins by thanking the people he considers the real creators of "The Waltons" – his mother and father, and he goes on from there to say, and I quote . . .

> *"When I was growing up we were in a depression. We were poor, but nobody ever bothered to tell us that. All we knew was that we suffered an absence of money. But that didn't bother us. We were too occupied with the day-to-day events. And to a skinny, awkward, funny looking, red-headed kid who secretly yearned to be a writer, each of those days seemed filled with wonder . . . and they still do.*
>
> *"I remember that the end of winter would come late there in the Blue Ridge. First the icicles would melt along the eaves of the house and gradually the layers of snow on the north end of the barn would disappear. Then March – time to climb Witts Hill with kites made of brown wrapping paper and flown on string which had been collected for that purpose all winter long, then the blossoming of the dogwood and rudbud and forsythia which told us that Spring had come again.*

"Summer would arrive and with it crickets and bluebirds and dozens of cousins from Richmond and Petersburg, up for a visit. We would catch fireflies in the twilight and after darkness would fall we would sit on the front porch and listen to ghost stories told by our grandparents. Sometimes we would drive over to Uncle Benny Tapscott's farm in Buckingham County and go down to his springhouse and bring back chilled watermellons and eat them, spitting the seeds on the ground. And every night there was something to listen to on the radio and the whole family would gather to share "One Man's Family" and the comforting philosophy of Father Barbor, or Charlie McCarthy ribbing Edgar Bergen, or Gene Autry singing "I'm Back In the Saddle Again", or Will Roger's sensible comments, or President Roosevelt's reassuring an apprehensive nation that we had nothing to fear but fear itself.

"With the coming of fall we would learn to wear shoes again. We would gather chinquapins and black walnuts and bring them home in bushell baskets. And when the frost killed the vines we would gather the last of the green tomatoes from the garden and the following day my mother's kitchen would be filled with the pungent aroma of green tomato relish.

"Finally, the long silent winter would be upon us again. Under my parents supervision, all eight of us children would gather around the long wooden kitchen table and do our homework until one-by-one we drifted off to bed, and there with the house in darkness, we would call goodnight to each other, then sleep in the knowledge that we were safe, home, secure.

"A few people have said to me that "The Waltons" are too good to be believed. It is true that I have tempered the characters to some small degree. My mother is a staunch Baptist and is opposed to all those things my father thought made life worth living – especially playing cards, dancing, swearing, hunting and fishing on Sunday, and above all – stopping by the home of two elegant lady neighbors, whose real names were Miss Emma and Miss Etta Staples, and sampling a superior concoction which they referred to as"the receipe". *They are gone now, those ladies, but I hope that their here-after is in some place where certain festivals requires their special services.*

"My father, on the other hand, was considerably more salty than the character played by Ralph Waite on "The Waltons". His speech was colorful, but a lot of the color came from the fact that he was a virtuoso at profanity. I remember once the Baptist preacher came to call. My mother had asked my father to try not to swear in front of Preacher Hicks. He didn't. But he didn't speak either. He just nodded and smiled for the whole two hours.

"Those Depression Years that I remember vividly were only about forty years ago, but they seem a thousand light years away. In the intervening years there has been a world war, the death of kings, the assassination of any number of good men, another undeclared war, the conquest of space, the liberation of just about everybody, and most recently the obscenities of Watergate. We are in agony as a people. We desperately want to believe that our heritage is a proud one and that we can survive the present disillusionment and doubt and anxiety. We have discarded the old values and we have found nothing to take their place. God knows we have tried. Among the things we have tried is hypnosis; scientology; astrology, demonology; Vitamina A, B, C, & D; marijuana; heroin; Katherine Kulman; Billy Graham; Dear Abby; swinging; communes; booze; hallucinogenic agents; meditation; group encounters; computer dating; and most recently, the expulsion of evil through exorcism.

"How pathetic all this flailing around seems. We have lost sight of the fact that we are fragile creatures. We are mortal and that is sad knowledge. We are lonely. We are human and all the fears that inhabited us millions of years ago

when we sat around fires in caves, are still there to be dealt with. Night has fallen . . . we are alone and afraid . . . and we need security.

"That is one of the principle reasons why I believe "The Waltons" have struck such a deep response in the viewing public. They are sick of vulgarity and violence, of suggestive dialoque and situations. They are weary of so-called sensational subject matter, such as we often get into when we attempt to be relevant. They are sick of shallow plots, one-dimensional characters, and the pap and the pulp they are offered in such abundance. They are sick of the negative view of life. They are hungry for affirmation of what life has taught them is viable, vital, and affirmative.

"Those are the values we celebrate and affirm on "The Waltons". In giving recognition and honor to those values, I believe that we are not only bringing our audience entertainment, but some hope that if we once endured a depression, then it is possible that we might endure and survive this present test of the fabric of this justly proud country.

"We believe in these values. They have sustained us as a country for nearly two hundred years. They can sustain us again".

CONFERENCE PARTICIPANTS

Lloyd Ackerman – *Student, SFSU*
Michelle Acosta – *Student, SFSU*
Yolanda Adra – *Student, SFSU*
Maria Alcorcha – *Student, SFSU*
Albert Alioto – *Student, SFSU*
Van Amburg
KGO-TV, San Francisco
Buzz Anderson – *Faculty, SFSU*
Ed Anderson – *Student, SFSU*
Joel Aruta
Philippine Broadcasting Corp.
Jamie Asensio
Philippine Broadcasting Corp.
Charles Austin – *Student, SFSU*
George Avalos – *Student, SFSU*
William Avery – *Graduate, SFSU*

Alan Baker
KCET-TV, Los Angeles
Daniel Barden – *Student, SFSU*
John Barsotti – *Instructor, SFSU*
Kenneth Bell – *Student, SFSU*
Bruce Belotz – *Student, SFSU*
Todd Benjamin – *Student, SFSU*
Eugene Bertermann
Far East Broadcasting Co.
Danny Biando – *Student, SFSU*
Chuck Biechlin
KGO-TV, San Francisco
Peter Borromeo – *Student, SFSU*
Gregory Brennan – *Student, SFSU*
Wallace Brooks – *Student, SFSU*
John Brown – *Student, SFSU*
Vince Brown
Continental Cable
Lloyd Bryan – *Student, SFSU*
Lawrence Burton – *Student, SFSU*

Jeffrey Calloway – *Student, SFSU*
Alvin Capino
Philippine Broadcasting Corp.
Rene Cardenas, Executive Director
Bilingual Children's Television
Timothy Carman – *Student, SFSU*
William Carragher – *Student, SFSU*
Peter Casey – *Student, SFSU*
Kenneth Castain – *Student, SFSU*
Marie Lee Cato – *Student, SFSU*
Andrew Cedarblade – *Student, SFSU*
Peter Chang – *Extension Student, SFSU*
Cynthia Chin – *Student, SFSU*
Michael Ching – *Student, SFSU*
Thomas Chou, President
Taiwan Television
Phil Choy – *Student, SFSU*
Chris Clementson – *Student, SFSU*
Daniel Coffman – *Student, SFSU*
Nancy Cohen – *Student, SFSU*
Niesha Cohen – *Student, SFSU*
Sharon Cohen – *Student, SFSU*
Steven E. Cohn – *Student, SFSU*
Roy Cole – *Student, SFSU*
Darryl Compton – *Staff, SFSU*
Iris Cooke – *Student, SFSU*
Michael Corwin – *Student, SFSU*
Russell Coughlin, General Manager
KGO-TV, San Francisco
Pierre Coursey – *Student, SFSU*
Karen Crenshaw – *Student, SFSU*

Belva Davis
KPIX-TV, San Francisco
Peggy Day – *Student, SFSU*
Steve Dejung – *Student, SFSU*

Barbara Deloney – *Student, SFSU*
John Dick
KEAR Radio, San Francisco
Sylvia Dickens – *Student, SFSU*
Scott E. Dobbins – *Student, SFSU*
Roger Doudna – *Faculty, SFSU*
Raymond N. Doyle, Associate Dean
School of Creative Arts, SFSU
William Doyle – *Student, SFSU*
Benjamin P. Draper, Conference Chairman
24th Annual Broadcast Industry Conference
Mike Duermyer – *Student, SFSU*

John Edmister – *Student, SFSU*
Aaron Edwards
KSFO Radio, San Francisco
Steven Epstein – *Student, SFSU*
John Estes – *Student, SFSU*

Deborah Fanning – *Student, SFSU*
Joseph Fegan – *Graduate Student, SFSU*
Jean Feilmoser – *Student, CSU-Long Beach*
Diane Feinstein, President
San Francisco Board of Supervisors
William A. Fink
CONRAC Corporation
Wesley A. Fleming – *Graduate Student, SFSU*
Melissa Foster – *Student, SFSU*
John Foz – *Student, SFSU*
Leonard Frank – *Student, SFSU*
Mary Lou Frank – *Student, SFSU*
Charles O. Franks – *Student, SFSU*
David Frazer – *Student, SFSU*
Michael Franch – *Student, SFSU*
Mark Fulmen
KRON-TV, San Francisco
Julia Fong – *Student, SFSU*

John Galbraith – *Faculty, SFSU*
Katherine Gerwig – *Student, SFSU*
Linda Giannecchini – *Instructor, SFSU*
Eugene Gibson – *Student, SFSU*
Brian Gilbert – *Student, SFSU*
Barrett Giorgis
San Francisco Signal Corp.
Gary Goldenfeld – *Student, SFSU*
Tony Goldman – *Student, SFSU*
Frank Gonsalez – *Student, SFSU*
Celeste Gottlieb – *Student, SFSU*
Peter Graumann – *Student, SFSU*
Irene Green – *Student, SFSU*

Taylor Hackford
KCET-TV, Los Angeles
Gene Hambleton
Western Communications
Christian Haseleu – *Graduate Asst., SFSU*
Laurence Haughton – *Student, SFSU*
Victoria Hazlewood – *Student, SFSU*
Jerry Higgins – *Staff, SFSU*
Maurice Hing – *Student, SFSU*
Dennis Bruce Ho – *Student, SFSU*
Jonathan Holden – *Student, SFSU*
Sam Hom – *Staff, SFSU*
Leslie Honig – *Student, SFSU*
William Horty
Buckeye Cablevision
Arthur Hough – *Faculty, SFSU*
Jim Houghton – *Staff, SFSU*
Nancy Hoyt – *Student, SFSU*
Charles Hurth – *Student, SFSU*
Stuart Hyde, Chairman
Broadcast Communication Arts Dept., SFSU

Tye Idonas – *Student, SFSU*
Edward Ingram – *Student, SFSU*
James Inscore – *Student, SFSU*
Richard Isaacs – *Student, SFSU*

Stephanie Jackson – *Student, SFSU*
Sharon Johnson – *Student, SFSU*
Betty Jorgensen – *Staff, SFSU*

John Kangai – *Student, SFSU*
David Kannas – *Student, SFSU*
Douglas Kapovich – *Student, SFSU*
Greg Keller – *Student, SFSU*
Jeanne Keller – *Student, Stanford Univ.*
Kevin Keeshan – *Student, SFSU*
Noreen Khana – *Graduate Student, Stanford Univ.*
Theresa Ann Kirscher – *Student, SFSU*
Richard J. Knecht
University of Toledo, Ohio
John Korty
Korty Films
Leo Kulka – *Instructor, SFSU*

Fred LaCosse
KRON-TV, San Francisco
James Lamson – *Student, SFSU*
Gerri Lange – *Faculty, SFSU*
and KGO-TV, San Francisco
Maggie Law – *Graduate Student, SFSU*
Albert Ledoux – *Student, SFSU*
Richard Lee – *Student, SFSU*
Samuel Lee
Broadcasting Corporation of China
Stuart Lefkowitz – *Student, SFSU*
John A. Lent – *Associate Professor*
Temple University, Philadelphia
Herb Levy
KRON-TV, San Francisco

Lucia Libretti – *Student, SFSU*
Jenny Lin – *Student, SFSU*
Barbara Linton – *Faculty, SFSU*
Peter Lipton – *Student, SFSU*
Albert Lord III – *Student, SFSU*
Franklin Lowe – *Student, SFSU*
Carolyn Lue – *Student, SFSU*
Kathi Lupson – *Student, SFSU*

Joan Mackrell – *Student, SFSU*
Sandel Malmstron – *Student, SFSU*
Craig Markinson – *Student, SFSU*
James Marolf – *Student, SFSU*
Nellie Marquez – *Student, SFSU*
Richard Marsh – *Faculty, SFSU*
Gary Martin – *Student, SFSU*
Bernard Mayes
KQED-TV, San Francisco
Donald McArthur – *Student, SFSU*
James McCarthy – *Student, SFSU*
Paul McCarthy – *Student, SFSU*
Allen R. McClain – *Student, SFSU*
Christine McGee – *Student, SFSU*
Dan McGough – *Staff, SFSU*
J. Fenton McKenna, Dean
School of Creative Arts, SFSU
Joan McKenna, President
Quantum Communications
Patricia Meier – *Student, SFSU*
Jan Merrill – *Student, SFSU*
Quinn Millar – *Faculty, SFSU*
Janet Lee Miller, Cochairman
24th Annual Broadcast Industry Conference
Frank Moakley – *Faculty, SFSU*
Michael Moore – *Student, SFSU*
Gloria Moraga – *Student, SFSU*
Harv Morgan – *Faculty, SFSU*
and KGO Radio, San Francisco

Grace Niska – *Student, SFSU*
Patricia Noel – *Student, SFSU*

Lori Lee Oliver – *SFSU*
Walter Olson – *Student, SFSU*
George Osterkamp
KPIX-TV, San Francisco

Forrest Patten – *Student, SFSU*
Hugh Pennebaker – *Staff, SFSU*
Dave Pera – *Student, SFSU*
Larry Perret – *Faculty, SFSU*
Michael Peterson – *Student, SFSU*
Morgen Peterson – *Staff, SFSU*
Diane Pock – *Student, SFSU*
Alfonso Ponce-Enrile
Philippine Broadcasting Corp.
Rich Ponizo – *Student, SFSU*
Susan Pratt – *Student, SFSU*
David Priest – *Student, SFSU*
John Pugh – *Graduate Assistant, SFSU*

Lee M. Rich, President
Lorimar Productions
Janice Richard – *Student, SFSU*
Richard Robertson
KRON-TV, San Francisco
Thomas Robinson – *Student, SFSU*
Shirley Rodriquez – *Student, SFSU*
John Roina
KSFO Radio, San Francisco
Paul F. Romberg, President
San Francisco State University
Ernesto Rosales
Philippine Broadcasting Corp.
Alan Ross – *Student, SFSU*
Michael Rosso – *Student, SFSU*

Henry Rubin – *Student, SFSU*
Joe Russell – *Student, SFSU*
Larry Russell – *Faculty, SFSU*
Paul Ryan
KRON-TV, San Francisco

David Sacks
Universal Television
Michael Sales – *Graduate Asst., SFSU*
William Sanders, Professor
Weber State College, Ogden
Kathleen Sarconi – *Student, SFSU*
James Scalem
KQED-TV, San Francisco
Rhoda Kim Schiller - *Student, SFSU*
Len Schlosser
KPIX-TV, San Francisco
Yolanda Scott – *Student, SFSU*
Delphia Scrogin – *Student, SFSU*
Barbara Seymour – *Student, SFSU*
Kamlesh Shankar – *Student, SFSU*
Allan Silva – *SFSU*
Howard Silver – *Student, SFSU*
Barry L. Simmons
KCBS Radio, San Francisco
Jeffery Sloan – *Student, SFSU*
Carter B. Smith
KNBR Radio, San Francisco
Charles Smith – *Faculty, SFSU*
Douglas Smith – *Student, SFSU*
Paul C. Smith – *Faculty, SFSU*
Walter Smith – *Student, SFSU*
Paul Snodgrass – *Student, SFSU*
Angela Spells – *Student, SFSU*
George Steiner – *Faculty, SFSU*
Ronald Stephenson – *Student, SFSU*
Sherry Stern – *Student, SFSU*

Russell Stone – *Student, SFSU*
Brent Stranathan – *Student, SFSU*
Jim Strickling – *Graduate Asst., SFSU*
Howard Sturm
KNBC, Los Angeles
Mujahidun Sumchai – *Student, SFSU*

Richard Tabier – *Student, SFSU*
James Taylor – *Student, SFSU*
Scott Taylor – *Student, SFSU*
Jan Teller – *Student, SFSU*
Jerry Tenehbaum – *Student, SFSU*
Lawrence Thomas – *Student, SFSU*
Rosemary Tobin – *Student, SFSU*
Hsiang-Yoad Tsou – *Ext. Student, SFSU*
Sally Tucker – *Student, SFSU*
Richard Tugend – *Student, SFSU*

Svanhild Vage – *Student, SFSU*
Richard Vaill – *Student, SFSU*
Robert Vainowski
KCBS Radio, San Francisco

Erik Wampler – *Student, SFSU*
Vincent Waskell – *Faculty, SFSU*
Brian Weiner – *Staff, SFSU*

Jordan E. Weinstein – *Student, SFSU*
Bradford Welles – *Student, SFSU*
William Wente – *Faculty, SFSU*
Madeline Werner – *Student, SFSU*
Lee Whiting
KKHI Radio, San Francisco
Betty Williams – *Student, SFSU*
Jonathan Willis – *Student, SFSU*
Ross Wilson – *Student, SFSU*
Robert Winard – *Student, SFSU*
Julia Winston – *Student, SFSU*
Terry Wise – *Student, SFSU*
David Wiseman – *Staff, SFSU*
Manfred Wolfram – *Faculty, SFSU*

Jan Yanehrio
KFRC Radio, San Francisco

Frank Zamacona – *Student, SFSU*
Ian Zellick
KTVU-TV, San Francisco
Herbert Zettl – *Faculty, SFSU*
Derk Zimmerman
KBHK-TV, San Francisco
Keith Zimmerman – *Student, SFSU*
Kent Zimmerman – *Student, SFSU*
Eric Zobler – *Student, SFSU*

SUPPLEMENTAL PARTICIPANTS

David Abbey
Katz Agency
Trinidad Alconcel, Esq.
Consul General for the Philippines
John Almen
Ampex Corporation
John Armstrong – *M.A. Candidate, SFSU*
Maria Arnador – *Student, SFSU*
John Arnott – *Student, SFSU*
Don Azars
KGO-TV, San Francisco

Bernice Behrens
US Department of State
Vitaly Belobodko, Reporter
Soviet Television & Radio
Mike Biele, Instructor
Lynbrook High School
Nina Blake
Television Academy
Catherine Brent – *UC, Berkeley*
Jesse Brown – *Student, SFSU*

Georgia Calowell – *Student, SFSU*
Alma Carroll – *Off-camera*
Constantino Casabuenan, Esq.
Consul General of Columbia
Riley Chavis – *Student, SFSU*
Diane Darrell – *Off-camera*

Michael Dowling
Mrs. Barbara Draper
Deborah Draper
Douglas Draper
Jim Eason
KGO Radio, San Francisco

Bob Foster
San Mateo Times
Doug Fox
KWTV, Oklahoma City

Gregory Frazier – *Graduate Student, SFSU*

Carlos Galan – *Student, SFSU*
Dick Gallegly
Quinn Martin Productions
Donald L. Garrity
Vice President for Academic Affairs, SFSU

Brian Hauck – *Student, SFSU*
Joanne Hendricks – *Staff, SFSU*
Harrison Holland
Director of the Japan Chair, SFSU
John Holmes – *Student, SFSU*
S. M. Hope, Esq.
Counsul General for New Zealand
Bob Huestis
KQED-TV, San Francisco
Dwayne Hunn – *Student, SFSU*
Joe Hunt, Film Maker
Nick Ray Productions
Joe Hunter – *Student, SFSU*
James Hwang – *Student, SFSU*
John Y. Hwang, President
China Broadcasting Corp.

Robert L. Johns – *Graduate Student, SFSU*
Ed LaFrance
KURE Radio, Santa Rosa
Stan Lichtenstein
KGSC-TV, San Jose
Mrs. Frances Lichtenberg

Joshikazu Maeda, *Esq.*
Consul General for Japan

William Mason
Assoc. Vice President, Acad. Plan., SFSU

Bernard Mayes
KQED-TV, San Francisco

John McCarthy – *Student, Foothill Col.*

Bill McDermott – *Student, SFSU*

David McKee – *Student, SFSU*

Clarence Miller
Assoc. Dean, Sch. of Creative Arts, SFSU

Doug Montgomery
KCSM-TV, San Jose

Mike Morgan
KGO-TV, San Francisco

Jan Mossofian – *Graduate Applicant, SFSU*

Jennifer Noble – *Student, SFSU*

John Petrie, Operations Manager
KBHK-TV, San Francisco

Dana Porras – *Student, SFSU*

Luis Ramos, Esq.
Consul General for Peru

John Robert – *Film Production*

Joe Russell – *Student, SFSU*

David Sacks, *Vice President*
Universal Television

William Sang – *Graduate Student, SFSU*

Frank Schneider
University Librarian, SFSU

Don W. Scobel
Director, Public Affairs, SFSU

Dave Sholin
KFRC Radio, San Francisco

Kent Skou – *Student, SFSU*

Frederick Stern – *Graduate Student, SFSU*

Ms. Mary Stoups

Guy Vaughn
TV Signal Corporation

Yen-Kai Wang, Coordinator
Chinese Television Service

Mary Washington – *Student, SFSU*

Allen Wolfe – *Student, SFSU*

Chan Yoon, Esq.
Consul General for Korea

Alexander Zinchuk, Esq.
Consul General for the U.S.S.R.

THE CONFERENCE STAFF

REGISTRAR: Mr. Laurence Haughton, Mr. Peter Lipton, Mr. Ed Anderson

UNIVERSITY ADMINISTRATION: Dr. Paul F. Romberg, President. Mr. Don W. Scoble, Director of Public Affairs; Dr. Donald L. Garrity, Vice-President of Academic Affairs; Dr. Harrison Holland, Director, Program for Study of U.S.-Japan Relations; Dr. Harry Freeman, Foreign Student Advisor; Mr. Gary Hammerstrom, Coordinator, International Relations Program; Mr. William J. Mason, Assistant Vice-President of Academic Affairs; Mr. Peter DeWees, Extension Division.

SCHOOL OF CREATIVE ARTS: Dr. J. Fenton McKenna, Dean; Dr. Clarence A. Miller and Mr. Raymond Doyle, Associate Deans; Mr. David Wiseman, Director of Operations.

FACULTY, BROADCAST COMMUNICATION ARTS DEPARTMENT: Dr. Stuart W. Hyde, Chairman; Professor Buzz Anderson, Dr. Roger Doudna, Dr. Benjamin P. Draper, Professor John A. Galbraith, Dr. Arthur Hough, Professor Leo Kulka, Professor Gerri Lange, Professor Barbara Linton, Dr. Richard Marsh, Professor Quinn Millar, Professor Janet Lee Miller, Dr. Frank Moakley, Professor Harv Morgan, Professor Sandra Lee Richards, Professor Larry A. Russell, Professor Charles H. Smith, Professor Paul C. Smith, Dr. George Steiner, Professor Vincent Waskell, Dr. William C. Wente, Professor Manfred Wolfram, and Dr. Herbert Zettl.

STAFF, SCHOOL OF CREATIVE ARTS: Mr. Darryl Compton, Mr. Jerry Higgins, Mr. Sam Hom, Mr. James Houghton, Mrs. Betty Jorgensen, Mr. Daniel McGough, Mr. Warren Pappas, Mr. Hugh Pennebaker, Mr. James Provence, Mr. Brian Weiner, and Mr. David Wiseman.

EVENTS AND SESSIONS: Professor Buzz Anderson, Dean Raymond Doyle, Dr. Stuart Hyde, Mrs. Betty Jorgensen, Professor Barbara Linton, Professor Quinn Millar, Professor Janet Lee Miller, Professor Harv Morgan, Professor Larry A. Russell, Professor Paul C. Smith, Dr. George Steiner, Professor Vincent Waskell, Dr. William C. Wente, and Dr. Herbert Zettl.

AWARDS COMMITTEE: Ms. Michele Acosta, Ms. Yolanda Adra, Dr. Benjamin P. Draper, Miss Linda Giannecchini, Dr. Stuart Hyde, Professor Janet Lee Miller, Professor Paul C. Smith, and Dr. William C. Wente.

RECEPTION COMMITTEE: Mrs. Betty Jorgensen, Mr. Ed Anderson, Mr. Brian Hauck, Mr. Bruce Belotz, Mr. Joe Hunter, Ms. Lucia Libretti, Mr. Dave Pera, Mr. Jeff Sloan, The Faculty and their wives.

PUBLICITY: Mr. Ed LaFrance, Mr. Kent Skov.

CATERERS: Mr. Maurice Lasnier, Assistant Director of Catering, Hyatt Regency, San Francisco; Empress of China; Knights Catering; American Hot Coffee; Hunt's Quality Donuts; Magic Chef Delicatessen, The Haven.

TRANSPORTATION AND HOUSING: Mr. Ed Anderson, Mr. Bruce Belotz, and Mr. Brian Hauck.

DR. BENJAMIN P. DRAPER, Conference Chairman
Professor JANET LEE MILLER, Conference Co-Chairman

It will be noted this year Dr. Draper had an extended illness. The work was planned and executed by Professor Miller. Ms. Miller is on the faculty and herself a winner of the coveted Albert Johnson Award in 1969.